

Southern HARD

UNIVERSITY MICROFILMS
SERIALS ACQUISITION
300 NORTH ZEEB RD
ANN ARBOR MI 48106

JULY
1957

In this issue

Self-Service Clicks
in Suburban Store

Pg. 28

Including the SOUTHERN FARM EQUIPMENT Section

THESE EXCLUSIVE FEATURES make Ames-Maid sales come easy!



• TENSION-TIGHT CONSTRUCTION

The manner in which the legs are fastened to an Ames Maid stool is called tension-tight. This assures you of long, safe wobble-proof use of your AMES MAID stool. Compare this construction.



• SNAG-PROOF LEGS

No protruding boltheads to snag your hose. The tapered legs are clean and smooth and the chrome or enamel finish will require a minimum of upkeep. Compare this convenience.



• GLIDE-A-STEPS

Simple to operate, safe to use, a light touch of the toe or heel glides the steps into place. Large steps with skid-proof treads assure safety. Compare this safety.

ADDS UP TO UNEXCELLED VALUE!

The selling excitement in these exclusive Ames features cannot be matched anywhere in the trade today. Add to this the clean, modern styling, the beautifully crafted construction, and the wide color availability and you have a line of distinction *that sells!*

Wonderful consumer acceptance of the Ames-Maid line has made it one of the success stories of the year. It's easy to capitalize on these exclusive self-selling features of this exciting line. Consult your nearest Ames distributor or drop us a line for further information.

Look into this fast moving line today.

Booths 823-825 at the
Housewares Exhibit—Atlantic City

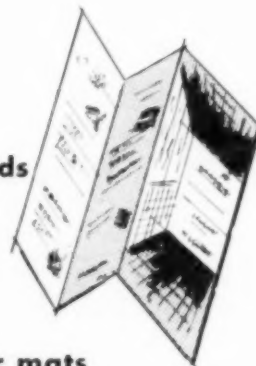
O. AMES CO.
PARKERSBURG, W. VA.

Rack up new profits now with the new **FLINTKOTE** **ATLAS BUILDERS ADHESIVES**



use ... new self-selling
display rack!

... new sales aids
literature



... new newspaper mats
and direct mail



Easy to sell because they fill every need for applying
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Flintkote ATLAS brand quality adhesives are re-
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This famous line now from one source has a good deal
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satisfied customers.

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- ACOUSTICAL TILE AND WALLBOARD CEMENT**—for ceilings and walls
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- ASPHALT PRIMER**—for metal and masonry construction
- ASPHALT EMULSION**—for underlayment mixes and asphalt tile adhesive

FLINTKOTE ATLAS ADHESIVES



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Volume 126

Number 7

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makes the headlines

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IN HEDDON TACKLE

IT'S A STOPPER! IT'S A MUST FOR YOU!



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August 4th through 8th, 1957
Booths 469 - 470 - 471



Heddon

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Southern HARDWARE

Hardware & Allied Lines - Farm Operating Equipment

Vol. 126 July, 1957 No. 7

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EASY-TO-SELL EXCLUSIVE FEATURES!



MODEL
NO. 1350

★ PATENTED TRAP-LOCK CUTTER TEETH
clean cuts every time because they trap the material to be cut

★ NEW TRIPLE-DUTY HANDLE
side handle attaches on either side of trimmer or attaches on rear

★ NEW EXTENSION HANDLE
attaches on back; makes hard-to-reach spots easy to reach (optional at extra cost)

★ STREAMLINED NEW DESIGN, NEW COLORS
has a sparkling silver luster, bright red handles and cord; streamlined like a new jet plane

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only **\$29⁹⁵**

NOWHERE ELSE SUCH SELF-SELLING VALUE!



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Up to 15 times longer life with exclusive automatic safety clutch!

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only **\$48⁸⁸**

COMBINES LOW PRICE, HIGH QUALITY!



Powerful universal ac/dc motor—115 volts, makes 3900 orbits per minute. Knurled rollers lock sanding sheet easily, positively. 1/4" sponge rubber sanding pad—oil and grease resistant. Specially designed cast aluminum housing—permits perfect "feather-edging" and corner sanding.

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Galvanized barbed wire in five popular styles.



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Flexible plastic pipe for wells, watering troughs, and irrigation.

REPUBLIC



Manufactured in the South for

SOUTHERN STEEL PLANT—GADSDEN, ALABAMA

Stock up Now on NEW...

RIDGE STEEL ROOFING

BLUE RIDGE channel-steel roofing is a brand new Republic product made in the South that will sweep the South. It has all the features of other metal roofing and siding sheets with plus advantages that will soon make it the number-one choice of Southern farmers, for low-cost steel roofing . . .

BLUE RIDGE is a channel-type roofing sheet that can be applied with other standard V-crimp or channel-type roofing.

Because of its design, it can be nailed in all five V's without damage to the channel-type drain, thus giving extra holding-power for severe winds.

It's heavy gage steel, galvanized for long-time rust-proof protection.

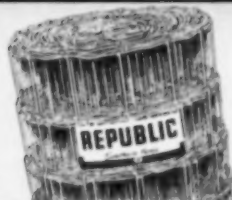
Because of the strength and rigidity of steel, BLUE RIDGE can be nailed tight to wide-spaced purlins with no extra expense of solid decking.

It's leak-proof at both sides and end laps because of perfected design features.

It's fire-proof, vermin-proof and rot-proof.

CONTACT YOUR LOCAL DISTRIBUTOR

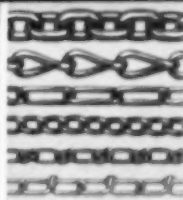
for Southern farms and homes



Woven wire fence in all widely used styles and sizes.



A complete range of wire nails.



Full line of welded or weldless chain.

STEEL

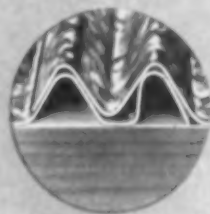
Southern Farms

GENERAL OFFICES—CLEVELAND, OHIO

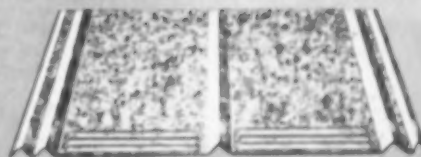
Check these features that will make BLUE RIDGE your best seller



Five nails for extra holding-power in heavy winds.



Channel-type drain that matches any standard V-crimp or channel-type roofing.



Three non-siphoning rib stiffeners.

Write for free advertising and merchandising kit that will help you sell.

Then contact your distributor for prompt delivery of Republic BLUE RIDGE Steel Roofing. Mailing pieces, display material, how-to-apply folder, radio spot-announcements, are all available to you at no cost.



REPUBLIC STEEL CORPORATION
DEPT. C-4237
3224 EAST 45TH STREET • CLEVELAND 27, OHIO

Please send me Dealer Promotion Kit, including information on other Republic farm products.

Name _____

Address _____

City _____ Zone _____ State _____

BUSINESS TRENDS

.....

- ▶ **Business Outlook**—As the year's third quarter gets under way business activity continues strong. In the first three months of '57 activity was higher than during the closing months of 1956, and in April total spending was higher than at the beginning of the year. In all, government economists look for total spending and total demand to remain high throughout the year. However, slow, but persistent, increases in prices, are reducing the buying power of many people.
- ▶ **Durables Output**—Production of numerous durable goods, including major household appliances has been smaller this year. Output of refrigerators and television sets has been reduced by the decline in home-building. Hardware retailers looking for ways to take up the slack will note that new household items such as air conditioners continue to expand both in production and sales.
- ▶ **Savings**—Despite record spending consumers also are providing for a nest egg. While spending more than ever before in 1956, consumers also saved more. Liquid savings by individuals came to 16.8 billions—largest sum since 1945.
- ▶ **Retail Sales**—For the past several months retail sales have held to a level about 5% above a year earlier. Manufacturers' sales, though a bit under first-of-the-year rates, also are about 5% above 1956. Sales by dealers in the lumber, building materials and hardware group were off 2% in March and 2% for the year to date.
- ▶ **Consumer Spending**—The consumer spending spree goes on—supported by a continued rise in personal incomes. Incomes after taxes hit an annual rate of 295.4 billion dollars in the year's first quarter, up nearly 5½% from 1956, and the upward trend was continuing in the second quarter. Meanwhile, consumer credit outstanding at the end of the first quarter totaled 40½ billion dollars, 2.7 billion above 1956.
- ▶ **Construction**—Private residential housing starts in April were at an annual rate of 940,000. This topped January and February volume, but was a fifth below April 1956 figures and the lowest number for April in 8 years.
- ▶ **Employment**—Along with record personal incomes the number of people at work also is setting new records. Employment in April totaled 64.3 million—a new high for the month. Non-farm employment currently is about one million above a year ago.
- ▶ **Farm Income**—For dealers in rural areas the news is a bit better: farmers received 8.4 billion dollars from marketings in the first four months of 1957, up 3% from 1956. Prices averaged nearly 4% higher, but marketings were down slightly.

*Clear
Cool
Water*



**thanks to IGLOO'S New CRYSTALINING!
Your IGLOO Water Cooler will have
water like this all the time**

Crystallining, a new IGLOO innovation, is a positive protection that'll keep drinking water and other liquids pure and taste-free, and Crystallining lasts and lasts! IGLOO water coolers **STAY** sanitary.

RELY on these IGLOO extra-value features—

- Round Inside Bottom prevents accumulation of foreign matter—makes can easier to wash—stays sanitary
- Recessed dripleas spigot, won't break off
- 15% greater insulating qualities—less heat transfer because there is no metal-to-metal contact at bottom
- Rugged construction proved by test, Igloo bottom survives weight of heavy bowling ball dropped repeatedly into bottom of can

B-57.

ask your wholesaler or write

SOUTHERN REPRESENTATIVES
JOHN T. EVERETT & CO.
MEMPHIS 4, TENNESSEE

BETTIS CORPORATION

P. O. DRAWER 9365 • HOUSTON 11 TEXAS

DEALER FORUM

Question: What policies govern the location of different merchandise displays in your store?

Gene Holland

**Holland Hardware & Furniture
Hot Springs, Arkansas**

PLANNED display has helped me to solve one of the toughest problems that could face a dealer. My store is next door to a chain store that is modern from front to rear.



I try to make my own store just as modern as that of the competition. Our fronts are structurally much alike. Our sidewalk dis-

plays compete with each other. We both play up seasonal items and bid for the eye of motorists and sidewalk shoppers.

Sometimes I feel that it is an advantage to have a modern chain store for a next door neighbor. Both of our stores attract people bent on shopping around before buying. Every day I see shoppers get out of parked cars, look at my seasonal front displays, pass on next door to look, and then enter both stores in turn. One of us will make the sale.

My sidewalk and window displays are always planned to bring traffic in. And I do not use the fastest-selling items nor the most profitable ones for the front. I pick seasonal and attractive items—those that appeal to the eye and give some pleasure in their use. Hunting and fishing items are my ace, front-of-the-store items every month of the year. Yet I do not regard sporting goods as my most profitable department. Competition in this area is too keen for any one dealer to make large profits on sporting goods. But as a traffic builder, sporting goods, attractively shown, can't be topped

for bringing both men and women into the store. One of my display windows always shows seasonal sporting goods.

The other window plays up housewares and a major line that I regard as one of my best—building supplies. I do not attempt to display building supplies in a major way. I only want to let people know that I sell them. The actual department is at the back of the store, and for a good reason. I want customers to pass through the entire store, looking at the tables and shelving filled with items that stimulate impulse buying, and other items that go along with building supplies.

My chain store competitor does not sell building supplies. They have become a profitable major line for me. But I value them particularly as a means of interesting people in other lines and items that I show as enticingly as possible. No one can buy windows and doors without twice seeing housewares, paints, sporting goods, garden supplies, and numerous other profit items that make life pleasant.

At this moment my chain store competitor and I both are showing lawn mowers and garden tools at the front. But only I have that good major line that makes people walk to the very back of the store—building supplies.

David Baker, Jr.

**Display Manager
Woodruff's
Knoxville, Tennessee**

WE HAVE FOUND that if we promote or advertise an item and if the item is displayed in the rear of a department, people walking back to it are made more aware



of the wide assortment of merchandise we carry. We find that this is the case no matter on which floor or in which department the

item is shown.

We have widened our two main aisles to help keep traffic moving. People can come and go easier.

In our hardware, paint and housewares departments we have a bargain table for merchandise that is shopworn or, for some other reason, is slow moving. This does wonders to keep our stock fresh and clean.

On self-service, we have tried to use mass displays wherever possible. Instead of showing one item, we show a dozen or more and have the customers wait on themselves. This saves the customers time and reduces our expense. This has been done in our recently remodeled paint and hardware department.

We try to attractively display items in season at the front of the store on the main floor, where people first come in. We find that people when first walking in are conscious of the promotion of seasonal merchandise. If we have something attractively displayed there, in season, we believe that people think of us when they do want to buy, because we have the merchandise in a prominent place. Some buy after seeing the display and others wait, but we feel that those who wait do remember that they have seen what they want in our store.

In summer, we have summer furniture and other outdoor merchandise displayed at the front of the store. In winter we have living room furniture displayed at the front left as the customer walks in.

YOU CAN PUT YOUR
CONFIDENCE IN THE

MIKE *line**
®

QUALITY MERCHANDISE

VINYLWEATHER STRIPPING
BRAIDED NYLON LINE
SEINE TWINES
SEINE CORDS
TROT LINES
STAGING
VENETIAN BLIND CORD
SASH CORDS
CLOTHES LINES
MASON LINES
FISHING LINES
NYLON CASTING LINES
STARTER ROPE
JUMP ROPE
MOP HEADS
WRAPPING TWINES
KITCHEN LINES
EXPRESS TWINES
CHALK LINES
PARCEL POST TWINES
POLISHED INDIA TWINES
PLASTIC CLOTHES LINES
JUTE TWINE

Fast Service

FROM 5 COMPLETELY
STOCKED WAREHOUSES



ORDERS OF \$50.00 OR MORE, FREIGHT PREPAID. Orders of less than \$20.00 f.o.b. Mill, Lawndale, N. C., Van Nuys, Calif., Marietta, Minnesota, Dallas, Texas, or Waynetown, Ind. Orders of \$20.00 to \$50.00, freight allowed to \$1.00 per cwt. Freight prepaid does not include extra charges incurred outside carrier's regular zone of delivery.

Salesmen will call on request.

Write For Size Cards and Price List.

Cleveland Mills Company

ESTABLISHED IN 1873

LAWNDALE, NORTH CAROLINA

14346 Bessemer St.
Van Nuys, California

Marietta
Minnesota
Waynetown, Indiana

3104 Gaston Ave.
Dallas 26, Texas

We have found that the left-hand side is the most important place for displays.

In our appliance department, up front and at the right on the main floor, our seasonable items are kept up close to the front, just inside the door. These include air conditioners in summer. Then washers, dryers and dishwashers are among the appliances displayed there.

Our interior display is handled more in a department by the department manager, with help from the display department. Our window displays tie-in with our promotions. We change our window displays once a week and have departmental meetings each Monday. We plan our window displays in advance to give us time to make necessary arrangements.

J. B. Elliott

**Elliott's Hardware
Dallas, Texas**

WE HAVE a policy in our store about the location of merchandising displays, but it is a flexible policy and it just about amounts to this: If an item will sell good



in one spot, it will sell good in almost any spot. So, if we have an item displayed in a prominent position and sales are good, and

we have another item in another spot where sales are bad, we may interchange these displays. We will move the good-selling item out of the good spot and replace it with the item that isn't selling so good.

Beyond that, there is no absolutely rigid policy controlling location of displays. However, it is my opinion that if I leave a display in the same place too long, it begins to blend into its surroundings so thoroughly that it goes unnoticed by the customers. Therefore, we make changes rather often, but not on any schedule.

We think a change is good for the merchandise and good for us, too. Leave the same arrangement in place over a period of time and you can begin to "feel" the static. Changes do at least two things: They put merchandise in a "new" atmosphere and produce a "new"

look; and they keep personnel on their toes.

There is one section of the store where changes are less frequent and that is the rear. Back there, we keep a number of lines of merchandise for which there is the most demand, both in constancy and volume. Obviously, the idea is to draw people through the store so that, on the way to pick the item needed, they will see other merchandise and buy on impulse. In my experience, that is the best way to keep traffic moving through the store.

So, back in the rear, we display our paint, brushes and related items; electrical fixtures and supplies, light bulbs, screws—all the lines of merchandise from which we do the most business.

But even those displays are not to be considered permanent. The way we operate in location of displays, there could be good reasons for at least interchanging some displays. However, the fastest-moving, volume-sales merchandise will generally be found at the rear of the store.

In our store now, self-service runs about 40 percent of total volume. In my opinion it should be 60 percent and eventually, items will be so marked and so arranged that this will be a self-service store to a large extent.

Not for any reasons of economy in sales personnel, only for one reason and that is—I think self-service sells more merchandise. And I have good reason for that conviction.

One entire wall of the store is devoted to displays of tools. Each tool is plainly marked in price. That whole wall section is laid out and managed for the convenience of the customer. That display invites self-service and, probably because it does, tool sales amounted to nearly one-half of store-wide volume last year.

That performance is convincing enough for me. That is why I say that ultimately, this will be a self-service store. At least, as near as it is humanly possible to make it so.

Something else we will have, sooner or later, is what I propose to call our "aisle of bargains."

In the past, I have experimented with a "bargain" table or a "snatch" table and the results have been highly satisfactory. In my opinion, such a department is a

definite need in a hardware store—at least in my store in my neighborhood and with my clientele. So we will have not just a "bargain" table, but an "aisle of bargains." Such departments may be used many places for the movement of close-out items. If so, they are underestimated, for they can be used for the normal sale of merchandise, too.

There would not be much reason for assigning such a department to a "permanent" spot in the store. In the case of much of our merchandise, there is no such thing as a permanently-located display.

About the only regular control over the location of displays here is the changes in seasons.

Alex Litman

**Owner, Temple Hardware and
Lumber Co.
Alexandria, Virginia**

SEASON PLAYS an important role in governing location of different merchandise displays. Space in the store entrance is given to garden supplies from February through



August because we want to keep this merchandise in the customer's eye. The more prominently garden supplies are displayed on tables,

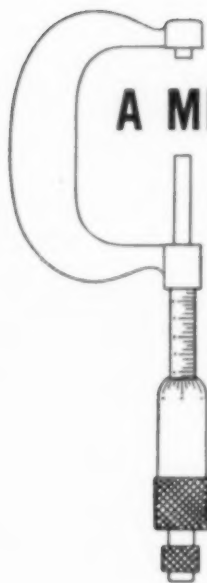
shelves and platforms right in the entrance the greater will be volume.

Similarly season determines the location of gift merchandise at Christmas—right in the entrance. Gifts are uppermost in a customer's mind: our selections strikingly displayed in the doorway give him ideas as they attract his attention.

However, season is not the only factor in merchandise location. We have heard the theory, whether true or false, that women look to the left upon entering a store. Our paint department is located to the left of the entrance. The low rows of colorful cans are eye-catching and I have no doubt that when men customers see them, they too are reminded of the paint job that needs doing.

Related merchandise is placed together. Paint and accessories like brushes, rollers, putty knives, etc.

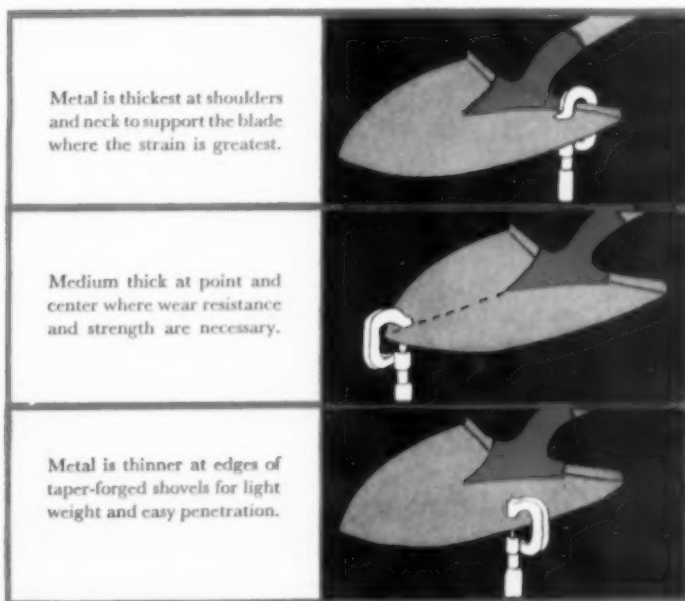
(Continued on page 48)



**A MICROMETER
PROVES
WHAT
YOUR
FINGERS
CAN
FEEL**



**True Temper taper-forged shovels
have more metal where wear is greatest**



No wonder customers prefer DYNALITE, BANTAM, FOX and BULLDOG taper-forged shovels to stamped shovels. They *last longer* because the forging process puts extra metal where wear and strain are greatest. They're *easier to use* because edges are thin for light weight and faster digging.

You can measure this taper with a micrometer, and your fingers can *feel* it.

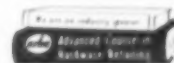
Balance is better, too, because down-the-center weight and strength means no side wobble, *less fatigue*. There's no "dead metal" to add useless weight to the shovel.

And here's your sales clincher: True Temper taper-forged shovels cost only a little more than ordinary stamped shovels.

Stock up now for more shovel profits. Your wholesaler will tell you all about True Temper's complete line of shovels, spades and scoops. True Temper Corporation, 1623 Euclid Avenue, Cleveland 15, Ohio.

TRUE TEMPER

You can look to  for leadership



INDUSTRY NEWS

Bridge Assumes Duties as Bommer Sales Head

DONALD G. BRIDGE was to assume his duties as newly appointed sales manager of The Bommer Spring Hinge Co., Inc., on April 15.



Donald G. Bridge

Bridge was graduated from Dartmouth College. He has a background in purchasing, sales, and sales promotion, gained in 15 years' employment at The Albany Hardware & Iron Co., Albany, N. Y.

Bridge's home is in Tryon, N. C., just a few miles from the company headquarters in Landrum, S. C.

Mississippi Wholesaler Observes 50th Year

SPANN HARDWARE Co., hardware wholesaler in Moss Point, Miss., is celebrating its 50th year in business. The firm was founded in August, 1907, by B. D. Spann and operated under that name until 1917. In that year, B. D. Spann and C. S. Beardslee formed a partnership.

In 1934 the firm was incorporated as a retail store. In 1920

it had begun a limited operation as a wholesale firm. Wholesale sales increased so much that by early 1947 all retail selling was stopped. 1957 is a dual anniversary year for Spann — it marks a half century of selling, and the 10th anniversary of wholesale selling exclusively.

Gleason Appoints Bolton to Cover Virginia Area

GLEASON CORP., Milwaukee, manufacturers of slow speed wheels and casters, announces the appointment of Leslie L. Bolton as manufacturer's representative for the state of Virginia.

Bolton traveled as manufacturers' salesman for a number of years prior to forming his own



Leslie L. Bolton

sales agency last year. He travels the states of Virginia, North Carolina, and South Carolina, and maintains offices at Granite Quarry, N. C.

21 Millionth Outing Jug



Paul B. Strickland, vice-president of Beck & Gregg Hardware Co., Atlanta, Ga., and Harvey C. Fischel, manager of shelf hardware and cutlery for the company, are shown here receiving a replica of the 21 millionth outing jug to be manufactured by Hemp & Co., Inc., makers of "Little Brown" jugs and chests. Presenting the award is Thomas S. Hemp, southeastern sales representative for Hemp & Co. A distributor of this line, Beck & Gregg received this presentation in recognition of their "important contribution to this production achievement"



WARE...the new quality line that sells on sight!

J&L, a great name in galvanized ware, is easy to sell, lasts longer, priced right for faster turnover and higher profits. Stock the best... sell the best... the new J&L galvanized ware.

Order J&L ware today from your hardware jobber. For detailed information or help in obtaining the Jones & Laughlin galvanized ware line, write direct to the Container Division, 405 Lexington Avenue, New York 17, N.Y.



Jones & Laughlin

STEEL ... a great name in steel

Galvanized Ware Plants: Toledo, Ohio, and Atlanta, Georgia

"The Suburban" Refuse Can

These cans will withstand rugged treatment... yet look good for years. New cover design wards off heavy blows, has streamlined appearance. Mr. Householder likes the ruggedness; Mrs. Householder likes its looks. Order a supply today!

INDUSTRY NEWS

(Continued from page 12)

Harry Jernigan Dies in Augusta, Ga.

HARRY W. Jernigan, Sr., president of Jernigan Hardware Co., wholesalers in Augusta, Ga., died in that city on May 13. A native of Hancock County, Mr. Jernigan had resided in Augusta for 57 years and would have completed 50 years in the hardware business on June 1.



H. W. Jernigan, Sr.

Mr. Jernigan worked as a traveling salesman prior to opening his own retail hardware store in Augusta in 1927. With his son Harry, Jr., he converted this firm into a wholesale business in 1946. The original business was sold to the Maner Hardware and Supply Co.

A leader in civic and church affairs, Mr. Jernigan is survived by the widow; one son, Harry W. Jernigan, Jr.; a daughter; three brothers, and two sisters.

Power Products Offers Manual on Mower Care

A COMIC-STRIP style maintenance manual is being used by Power Products Corp., Grafton, Wis., maker of engines for 40 leading mower manufacturers, to help home-owners keep their power lawn mowers purring at peak performance.

Every person buying a mower with a Power Products engine will receive a free copy of the illustrated folder, according to John Spoor, vice-president. The novel manual features 29 cartoon illustrations and captions telling a step-by-step story on engine care.

"Keep equipment clean to make it work better" is a theme of the manual and should serve as a slogan for anyone running a power mower, Spoor says.

The drawings and descriptive material give owners advice on the complete range of engine operation, including break in, using throughout the summer, and winter storage.

Buffalo-Eclipse Elects Neal Turner President

C. NEAL TURNER, immediate past president and director of The Lawn Mower Institute, Inc., has been elected director and president of Buffalo-Eclipse Corp., North Tonawanda, N. Y. He formerly was president of the Eclipse Lawn



C. Neal Turner

Mower Co. at Prophetstown, Ill.

K. S. Moore has been appointed general manager of the Eclipse Division.

Knight & Wall Appointed Oliver Distributor

KNIGHT & WALL CO., wholesale organization of Tampa, Fla., recently was appointed exclusive distributor of the new Oliver outboard motor line for all of Florida lying east of the Chattahoochee River.

O. C. Benjamin, Oliver sales representative for the Southeast, and Richard Marine, general service manager, presented the Oliver line to 30 Oliver dealers who attended a two-day sales and service school at Knight & Wall Co. March 27 and 28. All Oliver dealers will be required to attend such a school

before they will be authorized to sell and service the Oliver outboard line, according to F. M. Cooper, III, president.

Malcolm E. Boon, vice-president and assistant sales manager, has charge of setting up franchise dealers throughout the state. "We plan to have only one dealer in a community; however, in larger communities we will have possibly two or three," he stated.

John Robertson, noted water skier and water sports promotion director, joined the Knight and Wall sales staff recently and will devote his entire time to establishing and servicing franchise dealers throughout the state.



John Robertson, sales representative, Outboard Division; Malcolm E. Boon, vice-president and assistant sales manager; and Carl Roberts, marine department manager, left to right, try out an Oliver Twin 16 hp installation on the new Kauffman 16 foot boat of Knight and Wall Co., Oliver distributor

Test marketed—A proven sure seller!

Your customers
try the amazing
RONSON "66"



and get a
\$4⁵⁰ RONSON
WINDLITE LIGHTER FREE!



BIGGEST SHAVER VOLUME BUILDER EVER!

Here's how it works!

Now — at no extra cost to you or your customers — every Ronson "66" Shaver you order comes with the famous Ronson Windlite in a special 2-in-1 gift package — both at the cost of the shaver alone!

Your customer pays \$28.50 for the Ronson 2-in-1 package — and keeps the Windlite just for trying the shaver during the trial period. No fuss about manufacturer "mail-ins". Ronson's bonus offer starts and ends right at the point-of-sale.

Here's a hot promotion that means heavy store traffic and extra shaver volume for you.

National magazine and TV advertising back up this campaign. Don't be caught short. Order big! Order today!

(Retail offer expires Dec. 31, 1957)

Words to the Wise:
You can offer a \$5.00 shaver trade-in towards the purchase of this great 2-in-1 package. A \$33 retail value for only \$23.50!



RONSON

maker of the world's greatest lighters and electric shavers

RONSON CORP., NEWARK 2, N. J.; TORONTO, ONT., LONDON, ENG.

Beck & Gregg Hardware Co. Plans Fall Merchandise Show

A FOUR-DAY Fall Merchandise Show, designed to exhibit for customer inspection the products of 80 manufacturing companies, has been planned for September 1-4 by Beck & Gregg Hardware Co., wholesalers in Atlanta, Ga.

The show will be held in the convention hall of Atlanta's Biltmore Hotel, according to J. J. Autrey, company vice-president, who is directing the planning of the event.



J. J. Autrey

All of Beck & Gregg's customers from throughout a five-state area will be invited to the show which opens on Sunday, September 1 at 2:00 p.m., closing that evening at 9:00 p.m. For the remaining three days, hours for the show will be from 9:00 a.m. to 9:00 p.m.

The merchandise exhibit will contain 54 booths in which the products of 80 manufacturers will be displayed. All of Beck & Gregg's sales personnel will be on hand to assist their customers. In addition, each factory will be represented by from two to four merchandising experts who will be available to answer questions and to generally help dealers shape sales and promotion plans for the various products.

One booth will contain a representative display of products, at special prices, from all of Beck & Gregg's various departments.

Every manufacturer participat-

ing in the show will award a dealer prize, with the No. 1 prize for the show being a 1957 deluxe model Ford pick-up truck. Drawings for the various prizes will be made on Wednesday afternoon, September 4. A dealer does not have to be present at that particular time to win.

During the course of the show a free snack bar will be set up for the convenience of visiting dealers.

Prior to the show a series of promotional letters will keep dealers advised of the coming event.

American Hardware Plans Acquisition of Kwikset

AN EXCHANGE OF stock which would give The American Hardware Corp. control of Kwikset Locks, Inc., has been announced by both companies. If accepted by its stockholders, the Anaheim, Calif., company would be operated as the Kwikset Division of American Hardware. Acquisition of Kwikset would bring American into the low cost residential lock-set market.

American Hardware Names Vice-Presidents

ROBERT M. Cruise and Richard G. Edwards recently were elected vice-presidents of The American Hardware Corp., New Britain, Conn., according to an announcement by Evan J. Parker, president.



Cruise

Edwards

Cruise will direct all sales activities of The Corbin Cabinet Lock Division, of which he was previously general sales manager. Edwards recently joined The American Hardware Corp. as director of marketing and is responsible for the corporation's marketing, public relations, advertising, and market research activities.

Plaque Awarded Orgill Brothers



Orgill Brothers & Co., wholesalers in Memphis, Tenn., recently were awarded a plaque for attaining the highest percentage of quota on Bird floor covering sales. The group at the presentation included John W. Morris, Orgill vice-president, sales; R. T. Murphy, general sales manager, Bird & Son, Inc.; T. J. O'Brien, manager of the Orgill floor covering department; Stan Blackmer, Bird Southeast division sales manager; and Bill Hover, Memphis district sales rep, Bird & Son.

Dynamic Mossbergs

A new high in beauty and performance
7-shot, clip-type, 22 cal., 5 lb. Carbine
AUTOMATIC OR BOLT ACTION



352K

Automatic
\$37.95 retail*
with open sights
(352 with peep sight)

342

Bolt Action
\$31.95 retail*
with peep sight
(342K with open sights)

Another Mossberg First ...at Mossberg's best

Styling and design—that's what makes these Carbines different. They're sleek and they'll sell on sight.

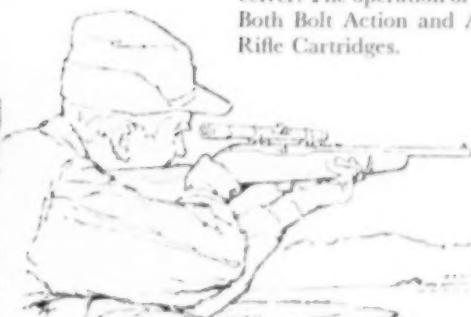
The Automatic 352K and 352 fire 7-shots in less than 2 seconds. The 342K and 342 are the only hammerless Bolt Actions that have no bolt or striker to protrude through the back of receiver. The operation of the bolt is contained within the receiver. Both Bolt Action and Automatic take Short, Long and Long Rifle Cartridges.

*\$1.00 higher West of Rockies
†Patent applied for



HAMMERLESS CLOSED-IN ACTION †

A new action with eye-appeal. Bolt does not extend beyond receiver. Therefore action of bolt is invisible to shooter.



(See other side)

Mossberg's New Lightning Action

Carbines



SLING STRAP ON LEFT

Specifications:

Barrel: 18" round tapered blued steel, crown muzzle. Chambered for all .22 caliber Long and Long Rifle regular or high speed ammunition and .22 Short high speed. The first clip-type Automatic to take all three .22 cartridges.

Stock: Genuine American Walnut in Monte Carlo design with pistol grip. Hand rubbed, scratch resistant oil finish—becomes lustrous with age. Two position extension fore-end of Tenite, hinged to be pulled down to form a hand grip or rest in prone position for precision shooting. With sling swivels and web strap. Trigger guard of Tenite with finger grooves in grip.

Sights: 352 and 342 have rear peep and military type front. 352K and 342K have open rear and post front. All four have grooved receivers for instant mounting of Mossberg Scopes 4M4 and NEW No. 1A25.

Action: 352K and 352 have positive trouble-free Mossberg automatic action—automatic loading and ejection. Bolt is easily removable in seconds. 7-shot clip feed, shoots as fast as you can pull the trigger. Safety holds action open—shows if action is loaded—locks both trigger and sear. 342K and 342 same as above, except bolt operated with the new hammerless closed-in action. The only bolt action with no bolt or striker that protrudes beyond receiver. Operation of bolt is contained completely within the receiver invisible to the shooter. New thumb, side operated safety. Weight of both rifles about 5 lbs. Length 38" overall.

They're new—they're different! And once your customers left these new Carbines, they can't help but buy them.

The new hammerless closed-in action of the 342K and 342 is Another Mossberg First. The only bolt action with no bolt or striker that protrudes beyond the receiver. Operation of bolt, completely within receiver, assures uniform, smooth performance plus eye-appeal. First big improvement in design and construction since the bolt action rifle was invented.

The dynamic new Automatic 352K and 352 combines speed of fire—7 shots in less than 2 seconds—with dependability of performance and accuracy. Another Mossberg First—the first clip-type Automatic to handle all three .22 cartridge lengths—Short, Long and Long Rifle. You, the dealer, enjoy 33 1/3% mark-up on your cost!

SIGHTS ON MODELS 352 AND 342



Rear



Front

SIGHTS ON MODELS 352K AND 342K



Rear



Front

342 AND 342K



Exposed View of Action

352 AND 352K



Exposed View of Action



Action Disassembled



Action Disassembled

New C-Lect-Power Scope

2.5 or 5 Power,
with new
"Tip-on" Mounts



Model 1A25 Retail \$24.95

Another Mossberg First—an adjustable rifle Scope ideal for hunting or target work for .22 caliber rifles. A twist of the fingers changes power quickly in the field or on range to either 2.5X or 5X. Made of special alloy aluminum of high tensile quality.

New 7 lens system—precision ground of high quality optical glass, achromatic, and all lens surfaces hard coated to reduce glare and increase light transmission. Revolving sleeve on end of Scope to adjust from 2.5 to 5 power. Like the Mossberg No. 4M4, this new Scope provides fine 1/2 minute adjustments for windage and elevation inside the scope tube by coin-operated click screws outside the tube. Cross hair reticule. Eye relief 2".

Field of view at 100 yards—25 feet at 5X and 36 feet at 2.5X. Length overall 12". Weight—5 1/2 oz. without mounts—8 oz. with mounts. Adjustments for both parallax and focusing.

New "tip-on" mount fits quickly to all Mossberg and other make rifles with grooved receivers. A low mounted, sleek

job that requires no drilling or tapping—just "tip-on" and tighten screws. Mounts are designed to provide rugged construction for life-time use—and can be easily removed without changing zero settings.

And as with all other Mossberg products, the dealer enjoys 33 1/3% mark-up on cost.



Mossberg
for accuracy

131 ST. JOHN STREET, NEW HAVEN, CONNECTICUT

INDUSTRY NEWS

(Continued from page 12)

Weber Appoints Two Reps for Southeastern Area

THE WEBER Lifelike Fly Co., Stevens Point, Wis., announces the appointment of Leon Hauk, St. Simons Island, Ga., and Joe Lewis, Charlotte, N. C., to represent Weber in the Southeastern territory.



Hauk

Lewis

The following states comprise Weber's Southeastern territory: Alabama, Florida, Georgia, Kentucky (except Louisville), North Carolina, South Carolina, Tennessee (except Memphis), Virginia and West Virginia.

National Hardware Show "Power Packed" for '57

VIRTUALLY every American manufacturer of power tools and equipment is expected to be among the 1000 and more exhibitors at the 12th annual National Hardware Show, October 14-18, at the Coliseum in New York City.

According to Show Director Frank M. Yeager, this year's event will be the most power packed in the history of the exposition.

While the emphasis appears to be on power, Yeager said, registrants also will find even greater displays of hand tools and equipment, bulk and packaged goods, outdoor furniture, and every conceivable kind of related supplies and accessories. He also indicated that the trend towards power is only one of the many important advances made in the fields of builders' and shop tools, electrical appliances, cooking, mixing, cleaning and polishing equipment, housewares, wheel goods and the

like . . . and especially notable in the many new products among lawn, garden and light farm tools and equipment.

"The more than 40,000 buyers who attend the National Hardware Show each year," the show official declared, "must certainly be amazed at the automatic skills and dexterities, the greatly increased ease and speed of operation they will find built into the new, 1957 showings." He said manufacturers also will strive for added consumer appeal through new beauty of line, style and color, and improved efficiency through practical design.

Requests for floor plans and other information should be addressed to National Hardware Show headquarters, Suite 1103, 331 Madison Ave., New York 17, N. Y.

Schoellkopf Appoints Marine Specialty Rep

LOUIS TENINGA, of Dallas, has been named specialty salesman for the newly expanded Marine Division of the Schoellkopf Co. Announcement of the appointment was by C. T. Ellis, vice-president of the Dallas wholesale firm.

Teninga, a native of Holland, Mich., formerly owned and operated a boating charter service in Michigan, and has been associated



Louis Teninga

previously with the dealer merchandising division of Lone Star Boat Manufacturing Co. He now will travel extensively in North-Central Texas and Northern Louisiana.

Knight & Wall Ladies Enjoy Boat Excursion

THE KWETTES, a club for the female employees of Knight & Wall Co., Tampa, Fla., were furnished a real thrill after their regular monthly May meeting. Frank M. Cooper, III, president, assisted by Vice-President Malcolm E. Boon, treated 18 of them to a trip down Tampa Bay aboard the Seminolian.

Box suppers of fried chicken or shrimp were stowed away by the 20 persons on board after the voyage had sharpened their appetites. Especially impressive to the women folks was the fact that the railroad bridge had to be raised for passage of the boat on the return trip.

Two in Gale Products Division Are Advanced

HAROLD L. Bourdon, vice-president of Outboard Marine Corp. and division manager of Gale Products, announces the advancement of Frank S. Fenton to division manager of the newly formed Pioneer Saw Division of the corporation. Fenton formerly was sales and advertising director of Gale Products.

Sam C. Spink, sales manager for Gale Products, will now assume Fenton's duties.

50 Years on the Road



Russell Procter, president of Belknap Hardware and Manufacturing Co., presents William H. Hensley with an engraved wrist watch in appreciation of Hensley's completion of 50 years on the road for the Louisville, Ky., company. He headquarters in Henderson

INDUSTRY NEWS

(Continued from page 19)

Burke Elected President of Lenk Manufacturing

AT THE ANNUAL meeting of the board of directors, Kenneth W. Burke was elected president of The Lenk Manufacturing Co., Boston, Mass. Colonel D. Allen Lenk, former president, was elected chairman of the board.



Kenneth W. Burke

Other officers of the company are Burton D. Lenk, executive vice-president; Marguerite Daoust, treasurer - secretary; Mortimer Lenk, sales vice-president; and Edgar Lenk, vice-president, manufacturing.

Burke has served as vice-president and assistant treasurer of the company since 1950 and has been vice-president of The Lenk Co. of Franklin, Ky., since 1954.

Keil Lock Co. Appoints Sales Representative

KEIL LOCK Co., Inc., Charlestown, N. H., has appointed J. B. Spilman, P. O. Box 232, Greenville, N. C., as its representative in the states of Virginia, North Carolina, and South Carolina.

Olin Mathieson Appoints Division Promotion Head

R. SCOTT HEALY has been named advertising and sales promotion manager of the Winchester-Western Division of Olin Mathieson



R. Scott Healy

Chemical Corp., J. T. Boone, sales manager, announced recently. Healy joins Winchester from Newsweek magazine where he was advertising sales promotion manager. He will make his headquarters in New Haven.

Gibson, Veteran Salesman, Retires from Atkins Saw

DAVE B. GIBSON, SR., 65, has retired from the Atkins Saw Division, Borg-Warner Corp., after 48 years continuous service.

Gibson joined the E. C. Atkins Co. in 1909, when the firm was already more than half a century old and long before it became a Borg-Warner division. He served in the Memphis office for two years and then went on the road, traveling for the next 46 years throughout Arkansas, Louisiana, Mississippi, Tennessee, Alabama,



Dave B. Gibson, Sr.

and Missouri.

Announcement of his retirement came from Atkins' executive vice-president Carl J. Meister at company headquarters in Indianapolis, Ind.

Campbell Introduces New Chain at Sales Meeting

THE CAMPBELL Chain Co., recently held a general sales meeting at its main plant in York, Pa. The main purpose of the meeting, according to G. J. Campbell, Jr., president, was to introduce the new Blue Temper Chain.

Advance information states that the Campbell Blue Temper Chain will be furnished to the trade pre-cut and packaged in sizes of 3/16", 1/4", 5/16", and 3/8" Proof Coil Chain in lengths of 10', 15', 20', 50', and 100'.

Corning Names New Head for Pyrex Department

THE APPOINTMENT of Joseph A. Celaschi as manager of the Pyrex Ware sales department of Corning Glass Works, Corning, N. Y., was announced recently by R. Lee



Joseph A. Celaschi

Waterman, vice-president and general manager of Corning's Consumer Products Division. Celaschi has been associated with the company for 20 years. Recently, he had been sales manager of the Eastern Division.

Here are 2 more Polyethylene products
that you can **BUY** and **SELL**

fast as a rabbit!

from your NEAREST
source of supply!

**14 QT
WASTE
BASKET**

BURLINGTON MOLDING CORPORATION can supply you IMMEDIATELY with the finest quality, unbreakable, new type Polyethylene waste basket on the market today! Built-in "feet" prevent floor damage. Has all the usual advantages of Poly—PLUS an attractive design. "Living" colors include yellow, pink, turquoise, red and white. Creates impulse purchases for fast turnover. Colorful label tells all! Made by your nearest source of supply. Save time and freight costs. Order NOW!



**EXTRA LARGE SIZE
15 QT
DISH
PAN**

Here's an extra large size, rectangular dish pan that sells itself! Will not break, dent, rust, chip, or crack. Can not mar sink or table top. Consumer can use in a dozen different ways—and this means you make sales! Five vivid colors including white, red, turquoise, pink and yellow. Don't pass up this sales potential! Colorful label makes self-selling easy.

Order from your jobber today!

If he doesn't yet stock these BUR-WARE products, telephone or wire us collect for your supply!

SIZE: 15" Length, 13" Width,
5 1/2" Depth.

We also offer, for immediate delivery, Polyethylene SAV-FOOD unbreakable food storage containers, for refrigerator and freezer use, in pts., 1 1/2 pts., and qts. Natural transparent or assorted pastel colors. Self-selling sleeves and transparent overwrap make this a fast-moving item!

BUR-WARE
A
BURLINGTON
PRODUCT

CONSUMER PRODUCTS DIVISION © 1957

BURLINGTON MOLDING CORPORATION

BURLINGTON, N. C.

SOUTHERN HARDWARE for July, 1957

For more information use Handy Return Card, Page 60

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Wood Shovel & Tool Adds New District Manager

THE WOOD SHOVEL & TOOL Co., Piqua, Ohio, announces the appointment of James H. Cochran as district manager for Georgia, Florida, Southern Alabama, and Southern Mississippi, with headquarters at Atlanta.



James H. Cochran

Cochran previously has been a buyer at Rich's department store in Atlanta, and Southeastern representative of the Autoyre Co. division of Ekco Products.

Keller Joins Witte Firm as Sales Vice-President

WITTE HARDWARE Corp., wholesale organization of St. Louis, Mo., recently appointed C. J. Keller as vice-president of sales. Keller formerly was associated with Shapleigh Hardware Co., of St. Louis.

Atlantic Steel to Open Birmingham Warehouse

THE WAREHOUSE Division of Atlantic Steel Co., Atlanta, Ga., has announced the opening by early August of a branch office and warehouse in Birmingham, Ala. F. E. Saucier, Jr. will be branch manager.

Initially, the Birmingham warehouse will stock only Kaiser Aluminum products; however, a full line of steel warehouse items will be added at a later date.

The company has leased property at 4230 First Avenue South, on which construction is now underway on one of the Atlanta firm's own line of Dixisteel Rigid Frame Buildings. Containing 14,000 square feet of floor area, the building is designed for the installation of an overhead crane as well as for standard warehouse cutting equipment. A modern, air-conditioned office is being provided.

The property is located on the Southern Railway, and contains adequate space for the future expansion of warehouse space as required.

American Tackle and Equipment Co. Formed

THE FORMATION of American Tackle and Equipment Co. to manufacture, merchandise, and distribute the fishing tackle brands of True Temper, Montague, Ocean City, and Al Foss is announced by William G. Rector, president of True Temper Corp.

American Tackle and Equipment Co. will combine Montague-Ocean City and True Temper's Fishing Tackle Division at Anderson, S. C., and be operated as a subsidiary of True Temper Corp. Headquarters of the company will be at "A" and Somerset Sts., Philadelphia.

"Slaymakers" Relax



J. B. McDonald, left, manufacturers' agent of Dallas, Texas, relaxes with "Pete" Markert, Slaymaker Lock Co.'s assistant factory manager, at "Slaymaker Lodge" in Lancaster County, Pa., during the company's recent sales conference. The new SMS7 padlock display assortment was introduced at the two-day sales meeting.

with manufacturing plants both at Philadelphia and Anderson.

Officers of American Tackle and Equipment Co. include Rector, president; Robert Jerrett, Jr., vice-president and general manager; Harold F. Smith, treasurer; Victor L. Johnson, secretary and assistant treasurer; Edward B. Maguire, marketing manager; John D. Keith, general sales manager; and Lynn A. Davis, manufacturing manager.

Empire Brushes Names Director of Sales

EMPIRE BRUSHES, Inc., Port Chester, N. Y., recently appointed Emanuel Gantz as director of sales for all divisions. He will continue as sales manager of the Maintenance Division.



Emanuel Gantz

Philip Gantz becomes sales manager of the Housewares Division, a position formerly held by Emanuel Gantz.

Empire manufactures a line of over 1000 household, maintenance, and personal brushes.

Roddis Co. Appointed Armour Distributor

THE RODDIS Co., 1545 Marietta Blvd., N. W., Atlanta, has been appointed an authorized distributor of Armour Handy Home Products, Armour and Co., Alliance, Ohio. Included in the Armour line of do-it-yourself products is sandpaper in cut and full sheets, discs, belts, rolls; hand sanders; white resin glue; liquid hide glue; and masking tape.

show it and sell it



*this NEW
COLUMBIAN ROPE
merchandiser
will stretch your
rope sales*

Columbian Rope Merchandiser No. 57

Size 54 1/2" long—44 1/2" high without sign—21 1/2" deep. Sign—12 1/2" high. Comes knocked down. Can be easily assembled in a few minutes. Construction—Heavy gauge steel finished in light grey enamel.

The better you show a product, the better you'll sell it. And this new Columbian Rope Merchandiser has a display value that is an inviting reminder for rope purchasers. It will keep your Columbian Rope Sales moving.

The new Merchandiser, ruggedly built, will hold Colpaks, coils and reels and is equipped with a simple and accurate measuring device and a cutter.

You can complete a sale in the time it takes you to cut a rope. And the unused rope remains coiled, ready for the next customer.

Columbian Manila Rope sells readily and in large quantities to boat-owners, homeowners, farmers—to everyone who uses rope. With the new Columbian Merchandiser, it's an unbeatable sales-and-profit combination for you. For full information, write Columbian Rope Co., Auburn, N. Y.

COLUMBIAN ROPE Company **Auburn, "The Cordage City", N. Y.**

The only rope with the red, white, and blue markers



PUT THIS DOUBLE-DUTY SALESMAN TO WORK FOR YOU

Every roll of well-known, well-made, well-liked DIXISTEEL Fence carries this colorful metal sign—a double-duty salesman for you.

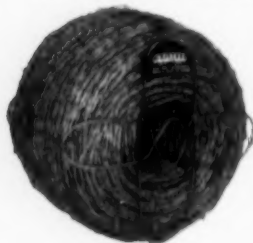
At your store it tells your customers you are headquarters for DIXISTEEL Fence—a name they know they can trust.

On the farm, or other installations, the DIXISTEEL signs keep on selling, for they are attached to go up with the fence. The fact that users leave the signs on is evidence that they are proud of the fence you sell—DIXISTEEL.

These double-duty signs are now double-faced, so no matter which way users put up their fence, the DIXISTEEL sign always faces outward—to tell everyone that here is another DIXISTEEL Fence installation.

Sell the fence that sells for you—DIXISTEEL!

TWO HANDY COMPANIONS TO INCREASE YOUR SALES



Every time you sell fence, suggest that it be stapled with DIXISTEEL Staples, and that strands of DIXISTEEL Barbed Wire be used at the top and bottom for extra fence protection.

Atlantic Steel Company

P. O. BOX 1714, ATLANTA 1, GEORGIA



By Richard Lane

Year-'round promotion is **Boosting Paint Profits**



up, and fix-up season and again in the fall, paint business is consistently good at the friendly neighborhood store at 1442 South Lauderdale. That's because paint is promoted the year 'round.

Completeness of the paint department was the source of much pride for the late Charles Long, who opened the store about 10 years ago and quickly became recognized as one of Memphis' most progressive and successful hardware dealers. Long, accidentally electrocuted two years ago,

had served as president of the Memphis Hardware Dealers Association. Many of his promotion and fixture ideas are used today in other stores in the city.

With the store on a solid foundation, Mrs. Alyce Long experienced no real problem upon suddenly finding herself faced with the question of the store's future. Mrs. Long elected to continue to operate her husband's store, with the assistance of her brother-in-law, George Long, who had been with the store a number of years as a salesman.

"HAVING A complete stock of paint often is the difference between winning and losing a customer."

That's the basic philosophy behind the unusual paint department success of one of the leading hardware stores in Memphis, Tennessee.

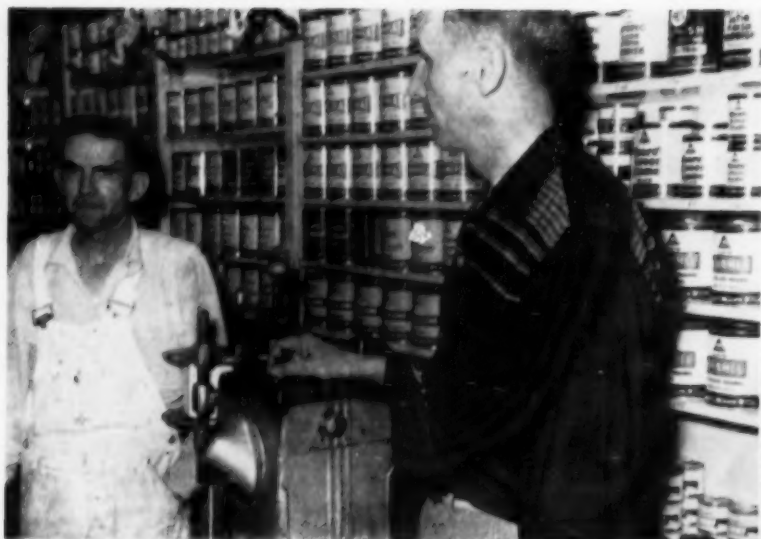
Long Hardware Co. maintains one of the city's largest and most complete stocks of paint. It boasts it can provide any color or shade the customer asks for. With the public more color conscious today than ever before and with more and more home-owners doing their own exterior and interior painting because of the rising labor costs, that's doubly important.

Paint sales at Long Hardware Co.—"the paint headquarters for South Memphis"—account for approximately 30 percent of the store's total dollar volume.

Paint is no seasonal item for the store. While sales jump naturally during the spring clean-up, paint-



Mrs. Alyce Long, left, owner, counsels with a paint customer on color harmony. The store claims it can provide any color or shade which a customer may request



George Long, right, brother-in-law of owner, uses the paint shaker to fill an order for a painter. Partial view of completeness of stock is shown below — one entire wall is devoted to the display of paint and accessories

And Mrs. Long has had no cause to regret her decision. Business has continued to grow as the store continues along the road charted by Charles Long.

Mrs. Long herself does much of the selling of paint and allied items—such as wallpaper, cleaners, waxes, polishes. She's found that a "woman's touch" can be important in many paint sales, since many paint customers are women.

"Having the right shade or color can't be over-emphasized. It is a 'must' when so many customers are housewives doing the interior decorating themselves," Mrs. Long smiles.

In addition to about 50 colors in stock on the shelves, the store



offers some 200 different color shades for inside decoration. A prominent display of these mixing pigments in the center of the store catches the eyes of all customers.

Having confidence in the partic-

ular line of paint offered is just as important as the maintaining of a complete stock, George Long believes. He also considers a mechanical paint shaker important, both from the psychological and practical time-saving points of view.

Long Hardware Co. has 3,000 customers on its mailing list and it promotes paint and allied lines through regular mailing of circulars. Use of addressograph plates makes the mailing a relatively simple matter. The store sends out at least four mailings a year. In addition, it participates in a dealer cooperative newspaper advertising program.

Most of the store's paint is sold to home-owners. The store serves a neighborhood composed largely of home-owners. An older section of the city, many of the homes in the neighborhood have reached the period when remodeling and repairs are common. This is an important paint sales factor.

The store sells more than 50 percent of its paint on a 30-day open account basis. It is well satis-

(Continued on page 48)



Glass, cleaners, polishers, and waxes are conveniently close to stimulate tie-in sales. Here George Long fills a turpentine order for his paint customer

Profits From Chain Saws

CHAIN SAWS have become "big business," particularly in the timbered South, and there is profitable volume in chain saw merchandising for the average hardware store, according to the experience of Mississippi Hardware Co., Vicksburg.

Chain saws have developed tremendously in efficiency and dependability in the past five years. They are the answer to greater efficiency in cutting the smaller timber which now prevails in most timbered areas, as a result of conservation and a wide program of reforestation and tree farming.

Mississippi Hardware Co. is capitalizing on this growing market for chain saws by selling about 60 saws a year and performing a service to chain saw operators that in itself is a profitable phase of the chain saw volume, according to Richard Taylor, merchandise manager of the company and chain saw specialist.

"Chain saws belong in the hardware store, particularly if the store caters to farmers and rural communities," declares Taylor, "but to make money with chain saws, it is essential that the hardware store be in position to service the saws it sells or direct the customer to a dependable service agency. In fact, we wouldn't attempt to handle saws if we were not properly



Richard Taylor, right, talks chain saws with prospective user. He prefers to demonstrate in woods for those who know little about saws

equipped, with tools and personnel, to repair promptly any saw we sell."

The man who buys and uses a chain saw makes his living in the woods and when his saw is out of commission, his earning power drops to zero, Taylor points out. Accordingly, he has a right to expect the dealer who sells him a saw to repair it in a hurry when it breaks down.

Taylor, who both sells and services chain saws for the company, gives his customers a maximum of one-day service on most major repairs. He performs minor repairs while the customer waits.

Although the company will send out a delivery truck and pick up a saw for repair if requested to do so, Taylor discourages this for two

reasons. In the first place, it costs both the customer and the company money for such service, and in the second place it wastes valuable hours for the customer.

"By bringing his saw to us the moment it breaks down," Taylor says, "the customer can deliver the saw to our store before we could have a delivery truck in the woods to pick up his equipment. In many cases, we can have the customer's saw repaired and him on his way back to work by the time our own truck ordinarily would reach the scene of the trouble in the woods.

"We point out these things to the customer who may want us to pick up and deliver service jobs, and being a man who makes nothing

(Continued on page 50)

Self-Service Clicks

in new suburban store

By W. M. Massey



Wide aisles between low island displays allow customers to shop more leisurely and to have full view of all items. The extra space also encourages family shopping as tots can be strolled down the aisles in strollers provided by the center



The island display fixture above is built with standard materials which permit maximum flexibility. The shelves may be removed easily or they may be adjusted for display of various items. Each display unit has an electric plug wired to conduits which were laid in the floor when store construction was underway

"OUR JOB in modern day merchandising is to solve problems, not add to, or create them. And we have rendered our customers no service at all, absolutely none, until this is done." Most hardware men have come across this version of the service slogan.

Vernon F. Hutchens, owner of the 70-year old Hutchens Hardware Co., Huntsville, Alabama, decided to go all-out to solve his customers' problems—and the "new ideas" are proving to be mutually profitable and pleasant. He is finding that in solving customer problems, a large number of his dealer problems are solved as well.

The first decision was to open a branch store at the city's new suburban shopping center at Parkway, west of the downtown area. Since its opening in March, a number of significant advantages are evident already, he states.

"We can average a higher sale per customer here," Hutchens explained, "than we can in the downtown store which has more than twice the number of square feet of floor space as the new store. Also, we can sell merchandise of higher quality and higher mark-up than is possible downtown.

"By operating on a self-service basis for about 65 percent of our volume, we gain a savings in our payroll.

"We have noted too that we do 55 percent of the new store's volume between 5:00 p.m. and 9:00 p.m. We handle credit customers as well as cash customers with practically no added cost as charge tickets are turned in to central records at the downtown store. Customers pay at either store.

"We not only operate the branch store without cutting in on the volume at the main store, but our



trade area has been expanded up to 35 and 40 miles, which was not possible before," he continued.

"And we are discovering that we can sell merchandise at our shopping center location that won't move at the downtown store."

Most of these advantages gained by the store through the new branch are the by-product, so to speak, of helping the residents of a broad area solve their shopping problems.

Tied in with these are some of the trends in modern merchandising for the pleasure, comfort, and convenience of customers. Air conditioning is an example, along with piped music coming in just as softly as the cool air. Another convenience is the strollers, or push carts, provided at the parking center so that customers with tots roll them through the store aisles.

Self-service comes in this category also. As Hutchens points out, most people now are trained in self-service and a high proportion of them actually prefer self-service and go where it is provided.

One of the major problems solved is customer parking. Parking in downtown Huntsville is one of the city's headaches. At Parkway Center there are 1600 parking spaces in front of the 25 stores there. Behind the stores are spaces to park 265 cars of store employees.

Because the shopping center is located at the intersection of two new four-lane highways carrying the main north-south and east-west traffic routes, those who drive in from other towns find it a convenient shopping area as do the employees (about 7,500) at Redstone Arsenal and the factories and plants of the area.

This accounts for the heavy shopping period in the four hours

after 5:00 p.m., a time when the family can shop together. The Hutchens store remains open along with all others of the shopping center until 9:00 p.m. six days a week. Using employees of the two stores on a shift schedule, Hutchens solved the problem of long hours.

The store interior, its merchandising displays, aisle arrangements, lighting, check-out counter, decorations, etc., reflect modern trends in merchandising designed to build trade and build sales per
(Continued on page 52)



The word hardware appears nowhere on the store exterior—the long established name and the 98 percent glass front serve to identify it. The customer in center photo chooses to charge her purchase—checkout bay is immediately inside front door. The gift section is only section in store having merchandise behind glass

New officers of the Texas Wholesale Hardware Association are, seated, left to right: Elmo Beard, second vice-president; Carl A. Johnson, president; R. C. Neely, retiring president and chairman, executive committee; A. J. Murray, first vice-president. Standing, Ganahl Walker, Jr., and C. T. Ellis, executive committee; Howard Weddington, secretary-treasurer. Newly-elected executive committeemen Henry Cortes and J. W. Anger were unavailable for the picture.



Texas Wholesalers Meet

TEXAS HARDWARE wholesalers and all other residents of the Lone Star state must realize that despite damaging floods, overflowing reservoirs and rainfall that, in two months exceeded the annual average, the water needs problem of the state has not by any means been solved.

This was the warning delivered by Dr. Harold Vagtborg, principal speaker appearing before the 61st annual convention of the Texas Wholesale Hardware Association, convened this year in San Antonio, June 14 and 15.

Doctor Vagtborg, himself of San Antonio, is president of the Southwest Research Institute, and he appeared before the one joint meeting of wholesalers and members of the Texas Hardware Boosters club.

"Many are complacent as a result of our rains and floods," he said, "but the fact remains that the water problem has not been solved in Texas. We may well expect a series of wet years, and this means that industrial expansion plans in Texas, shelved during the drouth, will now go ahead.

"In Texas we have not been willing to plan for an adequate water supply by conserving what we have. Enough rain falls to care for all the needs of the state until the year 2000—if we know how to handle it. Eighty percent of the recent Texas rainfall has run into the Gulf of Mexico, making the

fish of those waters the best in the world because they have all the possible food elements."

Doctor Vagtborg asserted that, despite skepticism, cloud seeding and rain making is an exact science "and will be with us for a long time." He predicted a possible 30,000,000 population for the state within 40 or 50 years, but commented that too much production wealth leaves Texas in the raw state, as in the case of aluminum. One-fifth of the aluminum consumed by the U. S. is produced in Texas, he said, but only a small percent leaves as finished product.

Later, in executive session, the wholesalers decided to take their convention back to Galveston, where it was held annually for many years, in 1958, and the 1959 convention was awarded to Austin.

In the same meeting they conformed with previous custom and advanced Carl A. Johnson, The Walter Tips Co., Austin, to president, succeeding R. C. (Jack) Neely of the Amarillo Hardware Co.

A. J. (Jim) Murray, of the Momsen-Dunnegan-Ryan Co., El Paso, moved up from second to first vice-president and the new second vice-president is Elmo R. Beard, Tyrrell Hardware Co., Beaumont. Howard Weddington of Dallas is secretary-treasurer.

Past President Neely is the new chairman of the executive committee, which includes the officers

named, one member re-elected—Ganahl Walker, Jr., Builders Supply Co., San Antonio—and three new members. These are Henry Cortes, Bering-Cortes Hardware Co., Houston; C. T. (Choc) Ellis, The Schoellkopf Co., Dallas; and J. W. Anger, Sabine Supply Co., Orange.

The wholesalers also elected three retired members to life membership. They are Gus Dittmar, formerly of the San Antonio Machine and Supply Co., Waco; Sol Levy, formerly of the Black Hardware Co., Galveston; and J. E. Ziegelmeyer, formerly of Huey and Philp Co., Dallas.

In their executive session, wholesalers followed the procedure of dividing into groups for discussion of pertinent industry questions, these groups being determined by chance seating arrangements for breakfast. Thereafter, they devoted themselves to routine business, including reports of standing committees. They also heard remarks from Rex Payne, Center, president, and R. M. Souder, Dallas, executive director, Texas Hardware and Implement Association; and R. M. Allen, Canyon, secretary of the Tri-State Hardware and Implement Association, with membership from parts of West Texas and Oklahoma and Eastern New Mexico.

First scheduled mass convention function was the annual business

meeting of the Texas Hardware Boosters, in which solemnity has only a fleeting part, and featured this time by the determination of President John During to dispense with parliamentary formalities and get on with business at hand. Once a motion was made and seconded, During proceeded on the assumption that the motion made the action final and was deaf to ribbing and calls for a vote from the floor.

One of two serious notes in this meeting was remarks of Past President Harry Taylor, membership chairman, who described the previous day's indoctrination meeting for new members and spoke solemnly to Boosters of their obligations.

"Remember that this is the wholesalers' meeting and we are here to see that they are entertained," he said. "This club was formed to eliminate competitive entertainment and to further the interests of the wholesaler's business."

The other serious note was the brief ceremony involving affixing the button to the lapel of During, manufacturers' representative, after his successor in the presidency, Clyde Holley, had been advanced by acclamation from first vice-president. Holley is of Dallas and represents the Atkins Saw Division.

Advanced from second to first vice-president was Hubert Groves, Houston, Fayette R. Plumb, Inc., and the new second vice-president is Frank Jordan, Dallas, Lufkin Rule Co. Weddington also serves as Booster secretary-treasurer.

William Hoofstittler, Dallas, R. B. & W. Bolt and Nut Co., is new chairman of the executive committee, which is comprised of the three ranking officers and Conrad A. Goldstrohm, Houston, American Chain Co.; Ray Young, Houston, Peterson and Lowe; and Ed Farrar, Dallas, manufacturers' representative.

The advisory board is headed by Past President During with Joe Torbron, Austin, Lamson and Sessions Co.; Warren Ward, Dallas, Clemson Brothers Co.; Rob-Ell Cox, Dallas, Sheffield Clark and Co.; George C. Barton, Memphis, Tenn., O. Ames Co.; Dietz Lusk, Kansas City, Henry Disston Division; and Joe Ballem, Dallas, Ballem, Ragsdale and Wells Co.

Entertainment for wholesalers, all underwritten by Boosters, included the usual golf tournament, a ladies' luncheon and two din-

Booster Club Officers



Seated, left to right: Frank Jordan, second vice-president; Clyde Holley, president; Hubert Groves, first vice-president. Standing: Ray Young, executive committee; William Hoofstittler, chairman, executive committee; Howard Weddington, secretary-treasurer; John During, retiring president. Other executive committee-men were unavailable

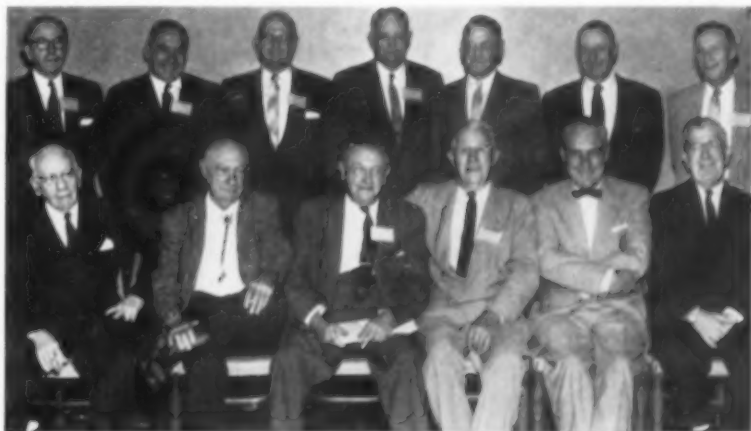
ners, one buffet and one conventional, each following a cocktail party. Principal convention labor was performed by committees handling these events. For entertainment the committee consisted of Ray Hawkins, Stafford (Bill) Jones and Earl Stafford and for golf it was Robert W. Botts, Lum Foster and Louis Haynes.

An honored guest seated at the speakers' table and introduced

during the joint meeting of wholesalers and Boosters was Brett Wood, president of the American Hardware Manufacturers Association.

Convention registration of both men and women was announced by Weddington as 540. This was about 100 under the record-setting registration in Dallas in 1956, but the Dallas meeting involved initiation of a new hotel there.

Past Presidents



Following their annual breakfast preceding the convention, 13 of the 18 living past presidents (two deceased) posed for this picture. Seated, left to right, are M. G. Lipscomb, Joe Torbron, J. Frank Boxwell, W. E. Love, Harry A. Taylor and Ed M. Luther. Standing, Malcolm E. Reid, John During, Charles F. Lanter, Dewey Godfrey, Fred C. Buck, Warren Ward and Paul Bowen. Not present were Paul H. Speaker, Jr., Frank M. Winslow, Lowell S. Pickup, C. Earl Stafford and L. D. Kelly, Jr. The deceased are Dan M. Bell and C. B. Hasford



Lady's interest is aroused when she spots packaged seeds displayed at front of store. At right, Donovan suggests an insecticide



\$10,000 Volume Annually

-- from garden supplies

A TEXAS DEALER who sells approximately \$10,000 worth of garden and lawn supplies annually, exclusive of his power lawn mower business, is a firm believer in consistent promotion.

Special promotion of fast-selling seasonal items brings in a steady flow of heavy store traffic



Exterior displays boost interest in plants, mowers, and garden equipment

"Pick 'hot' items and push them from beginning to end of the gardening season," advises L. R. Donovan, owner of Donovan Hardware, a neighborhood store in a bright, comparatively new shopping center in Longview, Texas. "Select these items by close study of trade publications, consumer magazines, and manufacturers' literature, and a backward glance at last year's merchandising.

"That is the basis we use in selecting garden and lawn supplies and tools to make money. And incidentally, we find that pushing smaller garden and lawn items helps materially to sell power mowers."

A typical example of a "hot" item

and how Donovan utilizes such items to build volume and bring in new customers is a poison for use of flowers and shrubbery to kill insects and bugs. The item was produced by a reliable manufacturer with a reputation of producing "hot" items. In talking with a salesman, and through reading manufacturers' literature, Donovan knew that the new poison, packed in a bright dispensing carton and enticingly named, would sell locally. So he stocked heavily. He re-ordered three times and the end of the season caught him with less than a half-dozen cartons of the poison on his shelves.

"The item may not sell next
(Continued on page 52)

With unusual services to offer this company now attracts customers from throughout 30-mile area

Service Shop

By C. L. Lorentzson

boosts store's annual volume 25%

A REPAIR shop stocked with over \$5,000 worth of service equipment and many other service features has contributed largely to a 25 percent increase in business for Johnson Hardware Co., LaGrange, Georgia.

"We're a community trading center store, nearly two miles from downtown LaGrange," Forrest C. Johnson, Jr., owner, stated, "and prior to our introducing our service program, we drew our trade from only a ½-mile area. Today, we draw a steady stream of customers from towns within a 30-mile radius of LaGrange."

Johnson started to develop his repair shop idea seven years ago. "I started by buying a \$300 saw sharpening machine, and I now have over \$5,000 worth of service equipment. After the saw sharpening machine, I added a lawn mower sharpening machine as well as a complete line of lawn

mower parts; a saw retoothing machine; an opening machine; and a gumming machine. Later, I added a vise, bench grinder, and a pipe



Shop Manager James B. Cook sharpens a circular saw blade above; a hand saw, at left. This service draws much repeat business, and attracts customers from a wide area. Below, Johnson accepts payment from a credit customer



threading machine. After that, I ran out of room!"

Johnson put in the service program as a traffic builder, not as a profit-maker; however, shop business is of such volume now that all materials and time involved are defrayed.

Though such an operation requires a trained man, it does not create excessive costs. Johnson estimates that it takes around six months to train an operator; however, this man doubles as a clerk in the store. After training, the man qualifies for a better-than-average salary.



Johnson serves his customer from a full stock which is based largely on customer demand and preference. The large inventory utilizes all available space in main store and warehouse

With his present equipment, Johnson is equipped to service many tools, many of the usual household types and others not so usual. Handle saws, circular saws, lawn mowers, axes, headshears, scissors, chisels, and blades for planers are a few of these. In addition, new wooden handles are supplied and seated for all types of handle tools, and a wide variety of household appliances are repaired—electric irons, fans, heaters, toasters, and others.

"Once you gain the reputation for being a store where the customer can fulfill most of his normal needs, you will be able to expand your service features beyond repairing and replacement," Johnson explained. "For instance, today, we build and install screen doors. Our charges for this feature are nominal. Of course, we sell a lot of these doors to the do-it-yourself customer, too. Many of our best customers are textile workers who are very self-sufficient. They like to do the many carpenter chores required around the house.

"We also supply pipe cut to desired lengths and threaded. If a customer wants to change his kitchen, bathroom, or install a new piece of heating equipment, we tell him to place the fixtures where he wants them to go, give us



the measurements, and we will supply him with everything he needs to make the change. We don't charge for this service. Like our other service features, it helps stimulate sales and repeat business.

"We go into the rental services to a much greater extent than do most hardware dealers," Johnson continued. "We rent saws, extension ladders, sanding machines, various mauls, floor sanders, electric drills, shingle cutters, stapling machines, vacuum cleaners, waxing machines, pipe tools, and most any other type of hand or power tool that a man would not want to buy just to complete one or two small jobs around the house. Again, we charge only a nominal fee for the use of these items.

"In most every case, we carry items in stock that are the same as our rental items. When a fellow rents a small drill, for example, he may develop a desire to have one among his own tools, so in many instances he'll buy it from us.

"The folks in LaGrange are incurable fishermen, and we carry a large variety of fishing tackle. This includes rods, reels, line, sinkers, artificial lures of many types, hooks, and related items. As service features designed to help the fisherman, we keep a full stock of reel repairs, as well as many types of eyes for repairing rods. When the fellows wear out or mash up their rods or reels, they bring them here. We, also, are headquarters for fishing and hunting licenses, a great traffic builder in season.

"Our service features serve a double purpose in our operation. They give my customers a money-saving service and create a backlog of spare-time work to keep us busy during slow periods of the day. For instance, one day just recently, we took in enough hand-saws for sharpening to keep Mr. Cook, our shop manager, busy for an entire afternoon!"

What other types of promotion are needed to build repeat business? What is Johnson's basic philosophy toward stock purchases?

"We do practically no radio or newspaper advertising," Johnson said. "We've been here nine years now, and, in most instances, I call my customers by their first names.

(Continued on page 54)

How this store is cashing in on the **Market for Camping Supplies**

Inventory consisting of supplies for the entire family turns two and one-half times each season

By Beatrice Miller



Vandermeulen keeps camp stove set up, demonstrates here for customer

A CAUTIOUS beginning in camping supplies has expanded steadily into a highly profitable line for Kramer's Hardware and Supply Co., College Park, Maryland.

"A few years ago we began recognizing the big potential which camping supplies offer," Charles Vandermeulen, store manager, stated. "We started out cautiously and gradually built up to a \$1,000 inventory. At the present time our inventory turns two and one-half times a season.

"We have sponsored no formal promotion, but we concentrate on carrying much-needed campers' supplies. Our increased volume can be attributed largely to word-of-mouth advertising. We try to keep in mind camping needs for the family as well as special items needed by scouts."

Included in Kramer's camping supplies now are sleeping bags, air

mattresses, portable table and folding camp stools, pup tents, hammocks, ice chests, camp stoves of the automatic gasoline type, knapsacks, canteens, cooking kits, gallon jugs, compasses, camp lanterns, waterproof matches, all of which tie in well with fishing and hunting equipment.

"We keep a want book and watch closely the number of calls we get for an item. Then we determine the quantity which we should stock—hammocks, navy style, one dozen; pup tents, one dozen, etc. But one of the best guides for a dealer in first building up a camping supplies department is to know camping at first-hand. Go camping yourself and learn just what items are essential," Vandermeulen advised. He himself is an enthusiastic camper, going for weekends and on vacations.

When a customer inquires about camping supplies, Vandermeulen queries him as to where he is going, how long he expects to stay, how many members are in the camping party, what the sleeping plans are, the recreation in mind, how much camping experience the customer has had, etc. In order for the customer to have a good camping holiday, Vandermeulen helps him plan economically and with foresight.

"If you have experienced the conditions under which your camper is going to live, you can do a more intelligent job of selling him. He will not need a pup tent if he plans to sleep in a station wagon," Vandermeulen stated. "Much can be learned from studying the manufacturers' literature. However, it



Customer, with Vandermeulen's help, buys items for a planned camping trip

is of prime importance to equip your customer properly for camping, whether you get the information from first-hand experience or from reading matter."

Vandermeulen pointed out the significance of a small inexpensive item like waterproof matches. When a scoutmaster recently discovered that Kramer Hardware and Supply Co. carried them, he ordered a gross adding that he had been all over the city in an unsuccessful attempt to find them.

"We have made a permanent customer of this scoutmaster and the scouts also. He believes we have a real appreciation of camping conditions and that he can find here what he and his scout troops need. We are glad to special order items for him when they are not stocked regularly," he commented.

Camping supplies should be displayed along with sporting goods
(Continued on page 54)

Trade-ins are boosting store's

Power Mower Sales

SALE OF more than 100 power mowers in 1956 formed the basis of a profitable lawn supply business for Six-Points Hardware Co., Corpus Christi, Texas; and pushing trade-in allowances on used power mowers was the base of these lawn mower sales, according to J. R. Keeling, manager.

By advertising that it wants used mowers as part payment on new power units, the company has accomplished two things that have contributed more than anything else toward building mower and garden supply volume, Keeling points out.

First, the constant featuring of the used mower buying policy creates favorable talk and a lot of people think of Six-Points when they're ready for a new power mower because of this talk, Keeling explains. Thus the policy helps directly to sell new units.

Second, the man who feels that he cannot afford the price of a new power unit thinks of Six-Points,

because it has been impressed in his mind that the company has a large stock of used mowers, and logically he goes there for his used unit. Some prospects buy new mowers even though they intended selecting a used model, but no salesman exerts any pressure to change the customer's mind.

The company publicizes its used mowers mainly through classified advertisements in the two local papers; and occasionally, in season, it runs a display advertisement on used units. The average display copy that features



Keeling points out features of a new mower to prospect who plans to trade in his old one. At left, he checks his inventory of plant foods and other gardening supplies. Mowers are displayed directly in front of garden supplies section

new power mowers also carries a line or a "box" that mentions used units and offers to take in used units on the purchase of new mowers.

The company allows a sufficient amount on the old mower to make a trade attractive to the customer, but at the same time, the price is low enough to permit a modest profit on its resale, Keeling stresses. No actual cash is involved in the deal, as the amount allowed for the old one goes as the down payment on the new mower—if the customer wishes to buy on time. And, incidentally, the company has found that its policy of taking in old mowers definitely helps to overcome lack of sufficient down payment for a new unit, in some cases.

(Continued on page 55)

DON'T LET THIS HAPPEN AGAIN!



A SURVEY by the
National
Sporting Goods
Association shows...

DEALERS NEED 30% AVERAGE PROFIT-MARGIN TO SURVIVE

This survey also attributes many dealer problems
to a misunderstanding of PROFIT-MARGIN

TO REALIZE A 30% PROFIT-MARGIN YOU MUST ADD 42.9% TO COST

TO GET THIS PROFIT MARGIN	YOU MUST	ADD THIS PERCENTAGE TO COST
25.0%	...	33.3%
30.0%	...	42.9%
35.0%	...	53.9%
40.0%	...	66.7%

We at Penn Reels want jobbers and dealers to have the profits
they need to survive in business



MAINTAIN PRICES . . . DON'T GIVE YOUR PROFITS AWAY!

PENN FISHING REELS • PHILA. 32, PA.

POINT-OF-PURCHASE DISPLAYS TO ASSUME NEW IMPORTANCE FOR **SOUTHERN HARDWARE** READERS IN DECEMBER

The December issue of SOUTHERN HARDWARE will feature a special Directory of sales and merchandising aids available to dealers during 1958.

This Directory will bring forcefully to the attention of retailers and wholesalers the various sales aids available . . . it will encourage a more widespread use of these sales aids on which manufacturers are spending much time and money perfecting and promoting.

The competition for sales of hardware products from other lines of trade, plus heavy imports of foreign products makes it essential for hardware retailers to intensify sales and promotional effort if normal profits are to be maintained on domestic lines.

One of the areas in which the greatest improvement can be made with the least effort is in the effective use of sales aids at the point-of-purchase.

These sales aids (display fixtures, counter merchandisers, dispensers etc.) will be pictured and described in a special section so designed that hardware retailers and wholesalers will want to keep it on hand for continuous use and reference during the year.

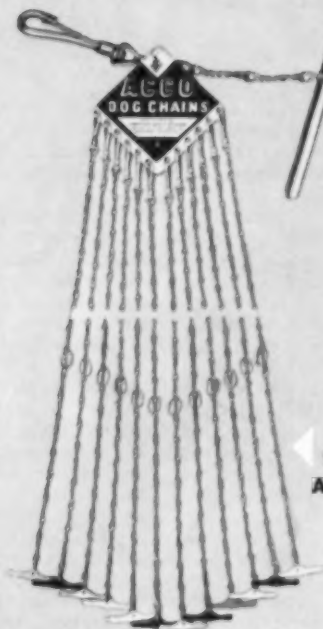
Supplementing this special Directory, SOUTHERN HARDWARE will also feature articles of outstanding importance on the effective use of P-O-P displays. In these articles, retailers will be shown how to dramatize products for maximum attention value; how to direct store traffic, through placing of display material; how to feature related items; how to dress windows for maximum sales effectiveness; how to get maximum value from counters and display tables and a wide variety of other subjects that will help dealers become better merchants.

READ SOUTHERN HARDWARE *Every* MONTH!

ACCO
for Better
Values

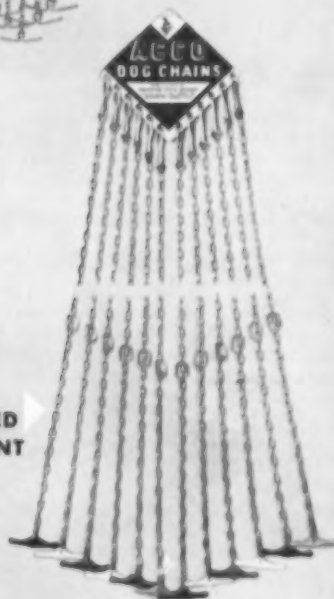
**SPIRALLOCK
DOG STAKE CHAIN**

**DOG LEAD
ASSORTMENT**



**SPIRALLOCK
ASSORTMENT**

**ENDWELDED
ASSORTMENT**



ACCO Dog Chain Assortments are year-'round profit makers!



American Chain makes a variety of dog chain assortments, both in weldless and welded styles, suitable for every customer's preference. Our popular sellers include:

Assortment No. 2 • Contains six 4-ft. Spirallock and six 4-ft. Tenso dog leads. Bright or nickel-plated finish.

Assortment No. 3 • Contains six 4-ft. and six 4½-ft. Tenso chains. Bright or nickel-plated finish.

Assortment No. 4 • Contains six 4½-ft. and six 6-ft. Tenso chains. Bright or nickel-plated finish.

Spirallock Assortment • Twelve strong, spiral-twisted pattern chains with brightly colored Accolette handles. Available in 4½ and 6-ft. lengths. Nickel-plated finish.

Endwelded Assortment • Twelve welded chains with colored Accolette handles. Available in 4½ and 6-ft. lengths. Bright zinc finish.

All above assortments are packed, complete with display hanger, one assortment in a carton.

Here are a few other American Chain items for the dog owner; all come to you packed in bright Acco cartons for attractive shelf display: Spirallock Dog Stake Chain (see illustration) . . . Welded and Weldless Halter and Dog Chains . . . Dog Couplers . . . Kennel and Dog Runner Chains, etc.

Order any of the above assortments and items through your American Chain Distributor. He can give you prompt service.

**American Chain Division
AMERICAN CHAIN & CABLE**

Bridgeport, Conn. • Factories: *York and *Braddock, Pa.

Sales Offices: *Atlanta, Boston, *Chicago, *Denver, Detroit, *Houston, *Los Angeles, *New York, Philadelphia, Pittsburgh, *Indicates Warehouse Stocks *Portland, Ore., *San Francisco



CATALOGS & BULLETINS

Available free to readers. Circle the numbers of items wanted on the return post card, page 60

Pumps. Lancaster's line of Dutchman jet pumps and of the Lawn-Pak lawn sprinkling pumps are featured on two available catalog sheets. The pages are in black and white, are well illustrated, and contain complete specification data. Lancaster Pump and Manufacturing Co., Inc., Lancaster, Pa.

Circle No. B1 on coupon, pg. 60

Fishing and Marine Accessories. The complete 1957 line of Frabill fishing tackle accessories and marine accessories is shown in a catalog made available to dealers. Frabill Manufacturing Co., 234 West Florida St., Milwaukee 5, Wis.

Circle No. B2 on coupon, pg. 60

Store Displays. Each type of display item from ticket holders to complete display units is fully illustrated and described in a catalog which contains much information on display assembly and modern store engineering. Reeve Co., 9249 East Bermudez St., Rivera, Calif.

Circle No. B3 on coupon, pg. 60

Screwdriver Roll Kit. A catalog page is available in black and white which describes and illustrates the TK-5 Hold-E-Zee Screwdriver Roll Kit. The RT-52 Roll Kit, a special electronics kit, is described on the page also. Both kits contain five screwdrivers. Upson Bros., Inc., Rochester 14, N. Y.

Circle No. B4 on coupon, pg. 60

Pliers. A catalog containing information on a wide assortment of pliers, hammers, and miscellaneous tools is available, along with a price list. The catalog is in color and illustrates the different tools. Merchandising helps and suggested assortments are described in detail. Champion DeArment Tool Co., Meadville, Pa.

Circle No. B5 on coupon, pg. 60

Bats and Golf Clubs. Nominal quantities of a full-color catalog which describes in detail the company's line of baseball, softball, and

Little League bats are offered to dealers. Also available is a four-page catalog showing the company's entire golf club line. All woods, irons, putters, and auxiliary clubs are shown in their actual colors and are described briefly. Hillerich & Bradsby Co., Inc., 434 Finzer St., Louisville 2, Ky.

Circle No. B6 on coupon, pg. 60

Mowers and Tillers. A 28-page catalog covering the 1957 Midland line describes in detail the 3.6 hp Riding Rotary Mower; four rotary mower models, 2 to 2 $\frac{3}{4}$ hp; and eight tillers, ranging from 2 $\frac{3}{4}$ hp on up to 6.8 hp, including riding tiller models. Information is given on Midland's merchandising aids, such as full color mailers and envelope stuffers, wall hangers, radio and television commercials, banners, fair and show material, press releases, and also proofs of ad mats. Dealer orders material he needs from catalog. The Midland Time Payment Plan and the cooperative advertising program also are covered comprehensively. The Midland Co., South Milwaukee, Wis.

Circle No. B7 on coupon, pg. 60

Water Appliances. The 1957 line of Rapidayton water appliances is shown in a 40-page catalog #571. Included are jet, reciprocating, and submersible pumps and water systems, cellar drainers, and water softeners. The catalog is 8 $\frac{1}{2}$ " x 11", with a four-color cover; inside pages are in two colors. Rapidayton Division, The Tait Manufacturing Co., Dayton 1, Ohio.

Circle No. B8 on coupon, pg. 60

Hand Tools. Described as a guide, ready reference and sales builder, the 1957 Vaco Catalog contains 40 multi-colored pages, is 8 $\frac{1}{2}$ " x 11 inches, Kalamazoo punched for convenient binding into any holder, and has an 8-color cover of heavy coated stock to withstand continuous usage. Illustrations and diagrams supplement the practical information given on screwdrivers, nut drivers, pliers, wood chisels, etc. An entire 6-page section is

devoted to the Vari-board merchandising displays. Vaco Products Co., 317 E. Ontario St., Chicago 11, Ill.

Circle No. B9 on coupon, pg. 60

Garden Hose. Catalog sheets give full information on Biltrite 10-star, 8-star and 5-star Garden Hose, as well as Biltrite Triple-Tube Flexible Sprinklers. The sheets are in color and well illustrated. American Biltrite Rubber Co., Inc., 22 Willow St., Chelsea 50, Mass.

Circle No. B10 on coupon, pg. 60

Sprayer and Duster Line. A Hudson Sprayer and Duster Catalog (No. 501) shows and describes completely the company's line of hand- and power operated sprayers and dusters, and includes the Matador Power Sprayer line with tank capacities from 15 to 250 gallons. Types of sprayers include compression, knapsack, Hydra-Gun, Trombone, bucket and barrel spray-pumps, wheelbarrow, electric, hand- and power-operated. Duster models include rotary, knapsack, traction, electric and hand types. Accessories and service parts are included also. H. D. Hudson Manufacturing Co., 589 East Illinois St., Chicago 11, Ill.

Circle No. B11 on coupon, pg. 60

Nails Data. A pocket-size handbook containing factual information and specifications for Stormguard nails is available. The handbook is printed in two colors with illustrations and reference data. A two-page chart gives specific data on the sizes and quantity of nails to use for various types of roofing, siding and trim as recommended by leading trade associations. Manufactured in 85 different styles and sizes, the Stormguard nails are rendered rust-resistant by a special double-dipping in molten zinc. W. H. Maze Co., 400 Church Blvd., Peru, Ill.

Circle No. B12 on coupon, pg. 60

1957 Tackle Lineup. A 48-page catalog comprehensively presents Shakespeare's complete line for 1957.

(Continued on page 42)

FOR THE NEW FAST-TURNOVER
ITEMS—LOOK TO YALE!

NOW...IT'S THE YALE

25



NEW SCREEN DOOR LATCH:

Single Bore,
Easy to Install

Suggested
Retail
Price **\$2.50**



SPECIAL INTRODUCTORY DISPLAY OFFER

FREE: An attractive counter display with the first six Yale No. 25 Latches you order. Five latches are packaged, sixth mounted on the display. Hurry, display supply is limited!

The new Yale No. 25 Screen Door Latch is stylish, functional—yet low in price. What's more, the No. 25 will be a favorite with your "do-it-yourself" customers because it's so easy to install. Just drill one hole. What could be simpler?

- ★ Only one hole to drill
- ★ No mortising needed
- ★ Polished brass or aluminum finish
- ★ Directions and template in each package

For today's big doings in locks and hardware—**LOOK TO YALE!**

YALE & TOWNE

YALE—REG. U. S. PAT. OFF.

The Yale & Towne Manufacturing Company, Lock and Hardware Division, White Plains, New York

The full color front cover features the push-button WonderCast reel. The back cover shows four different rods depicting the color styling and trim of Wonderods in different price categories. The inside covers, printed in green, carry two double page spreads of the "Get in the Clover" trade advertising theme which features a variety of items. Forty-two inside pages are printed in either a contrasting yellow and black, or green and black. There are feature pages on several 1957 items. Descriptive and pictorial details are given on the various rods, and an extensive line-up of reels is given. Buying information for every type of fishing and a section on miscellaneous service items and supplies appear also. The Shakespeare Co., Kalamazoo, Mich.

Circle No. B13 on coupon, pg. 60

Fishing Tackle. The Pflueger Trade Catalog No. 93 for the 1957 season contains the new Bond Reel for either fresh or salt water fishing (with level wind, free spool, and star drag), and a complete new line of rods for bait casting, spin casting, spinning, salt water spinning, trolling, and fly fishing. Numerous lures and lines are included also, plus simplified arrangements of reel repair parts. The Enterprise Manufacturing Co., Akron, Ohio.

Circle No. B14 on coupon, pg. 60

Lawn Mowers. Catalog sheets which picture the entire Lazy Boy lawn mower line in full color, with complete descriptions of best-selling features, are offered. They are available in 8½ x 11-inch size or 11 x 11-inch for wide binders, and are printed on both sides. Lazy Boy Lawn Mower Co., Inc., 301 West 73rd St., Kansas City, Mo.

Circle No. B15 on coupon, pg. 60

Fishing Tackle Line. A catalog presenting the company's complete line of rods, reels, line and lures, and containing two specially-prepared sections on "knots and rigs," and rod parts is available. Information on the Starless Drag is given and an illustrated feature on "What you should know about Ocean City reels" is included. The Montague rod section describes the various rods, while the Ocean City reel section covers six spinning reels in the "300" series, fly reels, etc. A Fibre Glass Tackle Box, and a wide selection of fishing line are other items discussed in the catalog. Montague-Ocean City Rod & Reel Co., "A" and Somerset Sts., Philadelphia 34, Pa.

Circle No. B16 on coupon, pg. 60

Hardware Assortments. Illustrated catalog-price list circulars, featuring the newest "Select-A-Pak" hardware

assortments, are available. Each assortment, made up of cabinet hardware, forged iron hardware or shelf hardware items, is described on a separate sheet. Also included are illustrations and information on the free "Select-A-Pak" display boards, panels and layouts pertaining to the specific assortment, and which are designed to fit present dealer fixtures. Space is allowed for wholesaler imprint. Circulars are 8½ x 11 inches in size and printed in two colors. They may be used with "Select-A-Pak" Catalog No. 256 which contains open stock hardware items. National Lock Co., Rockford, Ill.

Circle No. B17 on coupon, pg. 60

Water Systems. A Burks Water Systems catalog designed with separate sections for dealer helps in selling, specifying and job-planning is now available. Besides the inside story of pump features, each section gives general information about capacities, depths, etc., and shows typical installations. The Price List and Specification Book gives prices and includes performance tables, identification pictures, dimensions and complete accessory listings. All five of the separate sections fit into pockets inside the colorfully printed cover. The cover gives general jobfiguring and planning information. Cellophane laminated over the printing increases the durability of the cover and protects it from dirt and grease. Decatur Pump Co., Decatur, Ill.

Circle No. B18 on coupon, pg. 60

Charcoal Cookers. A color brochure, approximately 4" x 8½", presents the Cook 'N' Kettle line—the various units and accessories. Illustrations and prices are given, with a number of action photographs emphasizing the joy of outdoor cooking. Full description of each item is given. Cook 'N' Tools, Inc., 810 E. First Place, Tulsa, Okla.

Circle No. B19 on coupon, pg. 60

Water Systems and Sprinklers. A brochure giving information on the company's complete line of sprinklers and a brochure featuring the Series SJ3 water systems, the shallow-well Jet Hornet, are available. The folders are in color, are well illustrated, and present detailed specifications. Wayne Home Equipment Co., Inc., 801 Glasgow Ave., Fort Wayne, Ind.

Circle No. B20 on coupon, pg. 60

Rotary and Reel Mowers. A 3-color enclosure which folds to 3¾ x 7 inches covers the full line of Mow-Master rotary and reel type power mowers. This is available from distributors as Form P-40. Propulsion

Engine Corp., 311 Marion Ave., South Milwaukee, Wis.

Circle No. B21 on coupon, pg. 60

Garden Chemicals. "How to Make More Profits on Garden Chemicals" is the theme of a 16-page sales brochure. It contains suggestions for increasing sales of spray materials and describes and illustrates the important features of Hayes garden hose sprayers. Hayes Spray Gun Co., 98 N. San Gabriel Blvd., Pasadena 8, Calif.

Circle No. B22 on coupon, pg. 60

Plastic Pipe. Ace Supplex flexible polyethylene plastic pipe and fittings are described in Bulletin CE-57. Contents of the 8-page bulletin include: applications for Supplex pipe, sizes of standard pipe and fittings, installation instructions, technical properties, and estimated flow rates for water in various pipe sizes. It also contains a chart which lists many common industrial liquids and specifies which of these liquids may be carried in Supplex piping. Supplex Co., Division of American Hard Rubber Co., 93 Worth St., N.Y. 13, N.Y.

Circle No. B23 on coupon, pg. 60

Garden Tools. A colorful, 12-page catalog is offered which completely illustrates and describes the company's rakes, shears, saws, and pruners. Henry Disston Division, H. K. Porter Co., Inc., Philadelphia 35, Pa.

Circle No. B24 on coupon, pg. 60

Non-Mortise Hinges. A six-page folder that describes and illustrates one residential builder's use of 1,500 non-mortise hinges is offered in reasonable quantities. Identified as Installation Report No. 44, the literature reviews interior and exterior door hanging procedure and practice in a suburban Pittsburgh residential development. The folder is 3½ x 6½ inches. McKinney Manufacturing Co., 1715 Liverpool St., Pittsburgh 33, Pa.

Circle No. B25 on coupon, pg. 60

Fishing Line. A 16-page catalog is offered which describes and pictures the company's full line of rods, reels, and lures. True Temper, 1623 Euclid Ave., Cleveland 15, Ohio.

Circle No. B26 on coupon, pg. 60

Gasoline Engine Tools. A 63-page catalog, describing and illustrating the company's complete line of portable gasoline engine tools, is available upon request. Data and full details are given on the "MG" chain saws, generators, land clearance saws, etc. Also, information on elec-

(Continued on page 44)

NEW! Profit with another
Campbell Chain *Exclusive!*



Blue Temper **PRE-CUT, PACKAGED CHAIN**

- SALES-MAKING FEATURES OF
THIS CAMPBELL CHAIN "FIRST"**
- Pre-cut to eliminate measuring and cutting
 - Pre-packed for self-service and attractive display
 - Clean—no dirty hands or clothing
 - Labeled for instant identification of grade and size . . . ready for immediate pricing
 - "Measure-Mark" Chain—marked every 5' and color-coded in the 50' and 100' lengths

★ 3/16", 1/4", 5/16", 3/8" Proof Coil Chain . . . in lengths of 10', 15', 20', 50' or 100' . . . in attractive self-service packages.

★ Instantly identified by the rich blue color . . . tempered right into the chain itself.

Now, for the first time chain moves from the back room to the front counter. No more cutting, measuring, wrapping . . . over 25% of your sales are in these pre-cut lengths. Stays clean and easy to handle.

Stock a representative selection and watch impulse buying make chain buyers out of "shoppers." Contact your Campbell distributor or write direct for details. Start selling Campbell "Blue Temper" Chain today—the modern way. Available only from Campbell.

**CAMPBELL
CHAIN**

CAMPBELL CHAIN *Company*

York, Pa.—W. Burlington, Iowa—Portland, Ore.—Sacramento, Calif.—E. Cambridge, Mass.



EFFICIENT Like—

Federated Mutual

Federated Mutual must write your insurance at the same standard rates at which most companies write; provide as fine insurance as money can buy, and still return substantial dividends. That calls for efficiency.

Federated Mutual writes all of the insurance you need for your business, home, and car, all in one big mutual company, instead of in separate companies.

Federated Mutual serves you with highly trained representatives who are direct,

salaried employees of the insurance company itself. There are no intermediaries. There is just one direct responsibility.

Federated Mutual insures only preferred risks—the people who take the care that means fewer losses.

By these means efficient *Federated Mutual* is able to provide as fine insurance as money can buy at substantial savings. Home office, Owatonna, Minn.



Insurance at a Saving for • BUSINESS • HOME • CAR

The only thing the NEW
Victor Decoys
can't do...is Fly!



D-3

Realistic? . . . Your customers won't believe their eyes when they see the true-to-life impression of the all-new Victor Decoys—and they won't be able to resist buying, either.

Look at these NEW Features

Broader across the back—

Appears more life-like to high-flying game.

Natural plumage—

Adds sales and eye-appeal, assures more effective results.

Sit lower in the water—

Results in greater stability and more realism to high-flying game.

Iridescent head and wings—

Mallards have iridescent paint on head and wings; all species have glass eyes for added attraction, a more finished look.

Available in these 3 Models

Victor MOLDED FIBER

- No. D-3 Victor Magnum — Oversize; heads can be fixed in any position. Two Species: Mallard, Black Duck. (No. D-3 Veri-Lite style also available in seven species: Red Head, Blue Bill, Canvasback, Whistler, Widgeon, Pintail, Teal.)
- No. D-2 Victor Premier — Full Size. Three Species: Mallard, Black Duck, Pintail.

Victor WOOD

- No. D-4 Victor Imperial—Oversize; new "live-action" movement. Three Imperial models: Mallard, Black Duck, Canvasback. (Regular D-4 models: Pintail, Red Head, Blue Bill, Widgeon, Whistler, Teal.)

Famous Victor Majestic Tenite Plastic Decoys

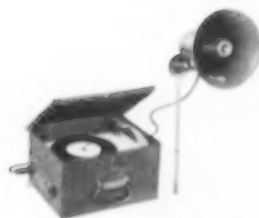
Available in three realistic styles and sizes: D-9 Champion—five species; D-10 Standard—seven species; D-11 Oversize—six species. Self-righting; waterproof.



D-2



D-4



NEW! A portable hi-fi Duck and Bird Caller! "Call of the Wild"

Now you can attract Ducks, Geese, Crows, and other birds by using the actual recorded call of the particular game you're hunting. "Call of the Wild" is a portable, three-speed record player with a powerful transistor amplifier that can be heard up to a distance of three miles. Transistors and printed circuits eliminate the use of vibrators and other fragile and expensive parts, provide compactness and lightweight.

Unit is powered by three inexpensive batteries which last up to 85 hours of operation. Can be used as a low-cost public address system by simply plugging in hand microphone.

Six 45 RPM records now available: Crow, Mallard and Black Duck, Pintail and Mallard with Black Duck combined, Canada Goose, Blue Goose and Snow Goose combined, and Turkey.

See the full line of Victor Decoys in Molded Fiber, Tenite Plastic, and Wood. . . It's the most complete line available anywhere. Ask your wholesaler for catalog illustrated in full color.

ANIMAL TRAP COMPANY OF AMERICA

Limits, Pa. Pascagoula, Miss. Niagara Falls, Canada

tric and pneumatic chain saws is included in the catalog Number 32. Mall Tool Co., 7725 South Chicago Ave., Chicago 19, Ill.

Circle No. B27 on coupon, pg. 60

Fireplace Furnishings. The complete line of fireplace furnishings in color together with a complete description of every item it manufactures is covered in a catalog made available by the company. Two additions to the line, which includes everything from the traditional to the modern, are a modern solid brass picture frame ensemble together with a combination woodholder and fire set, and a black and copper ensemble designed to blend in with Early American designs. Price lists also can be furnished with retail, dealer, and wholesale prices, as preferred. Special Products Co., Chattanooga 6, Tenn.

Circle No. B28 on coupon, pg. 60

Fishing Equipment. Weber's 1957 68-page catalog No. 33 contains 69 new items in addition to the variety of fishing tackle regularly listed. Each new offering is spotlighted with a red star and all are indexed separately. Added to the selection of Dylite plastic poppers, which are illustrated in full colors on a four-page lithographed insert, are the Half-Wit, Slim-Bug, and several other Dylite

lures. Many new spinning and casting lures are listed for 1957, including the Mystic, Tri-Trix, Hi-Gloss Jigs, and Dylite Bass Bomb. The lithographed cover features the new Dylite Half-Wit. Weber's free Moviegram fly casting instruction folders in a colorful counter display are available to dealers every year; this advertising unit is listed in the catalog. The Weber Lifelike Fly Co., Stevens Point, Wis.

Circle No. B29 on coupon, pg. 60

Hack Saw Blades. A catalog page is available covering the Griffin line of Hand Hack Saw Blades, Coping Saw Blades, Jig Saw Blades and Scroll Saw Blades. G. W. Griffin Co., Franklin, N. H.

Circle No. B30 on coupon, pg. 60

Camping Furniture. An illustrated, fully descriptive catalog of the company's complete line of folding cots, camp stools, and other canvas-covered furniture items is available on request. Tucker Duck & Rubber Co., Fort Smith, Ark.

Circle No. B31 on coupon, pg. 60

Fishing Reels. Actual performance records, along with photographs of the fishermen and their catches, create added interest in the 36-page catalog now offered. Cover pages are in color; inside in black and white.

The reels are well illustrated with complete descriptive information. Diagrams, plus discussions of various fishing techniques, tips on care and selection of tackle, the construction of reels, and other helpful tips are included also. Accessories and parts receive full coverage. Penn Fishing Tackle Manufacturing Co., 3028 Hunting Park Avenue, Philadelphia 32, Pa.

Circle No. B32 on coupon, pg. 60

Complete Tool Line. A 52-page catalog is available which pictures and describes the company's full line of garden, lawn, and farm tools; shears, grass, and weed tools; shovels, spades and scoops. Indexed for quick reference the catalog also includes information on display stands and special offers. Identified as No. S-5657, the catalog is 8½ by 11 inches, and punched to fit binder. True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio.

Circle No. B33 on coupon, pg. 60

Fishing Bucktail. The eight sizes of fishing bucktails made by the company, together with full description of their uses in fresh or saltwater spinning, trolling, and casting are included in an available catalog. Bill Upperman, Atlantic City, N. J.

Circle No. B34 on coupon, pg. 60

Foot Valves. Bulletin 203, a complete outline of the company's foot valves, with recommended uses, is furnished on request. Strataflo Products, Inc., Fort Wayne, Ind.

Circle No. B35 on coupon, pg. 60

Paint Sprayers. The complete, speedy paint sprayer line of the company is illustrated and described in an available catalog. W. R. Brown Corp., 2699 N. Normandy Ave., Chicago 35, Ill.

Circle No. B36 on coupon, pg. 60

Packaged Horseshoes. A catalog describing the potential market of this company's boxed horse and mule shoes will be supplied on request, together with pricing information. Phoenix Manufacturing Co., Joliet, Ill.

Circle No. B37 on coupon, pg. 60

Welded Chain. Material available includes the following: Republic Welded Chain and Chain Assemblies, form ADV-701 — a two-color, 60 page book, that describes and illustrates Republic welded chain, welded chain assemblies and accessories, complete with a general information section on welded chain, Republic Chain Slings, form ADV-719 — a 42-page book that describes the complete line of Republic chain slings, including standards and specials; latest specifications are given, and the catalog is illustrated with special drawings. Weldless Chain Catalog,

BOMMER Spring Pivot-Hinge

(BALL BEARING)



The new construction of this Bommer Horizontal Spring Pivot-Hinge now permits its use with louver, hollow metal, or flush doors with a narrow bottom rail.



The Bommer Spring Pivot-Hinge holds the door open when swung 90 degrees. The spring is made of oil-tempered steel wire, has great resilience and power and the tension is correctly set for doors 1-1/8" to 1-3/4" thick. Available in all standard finishes.

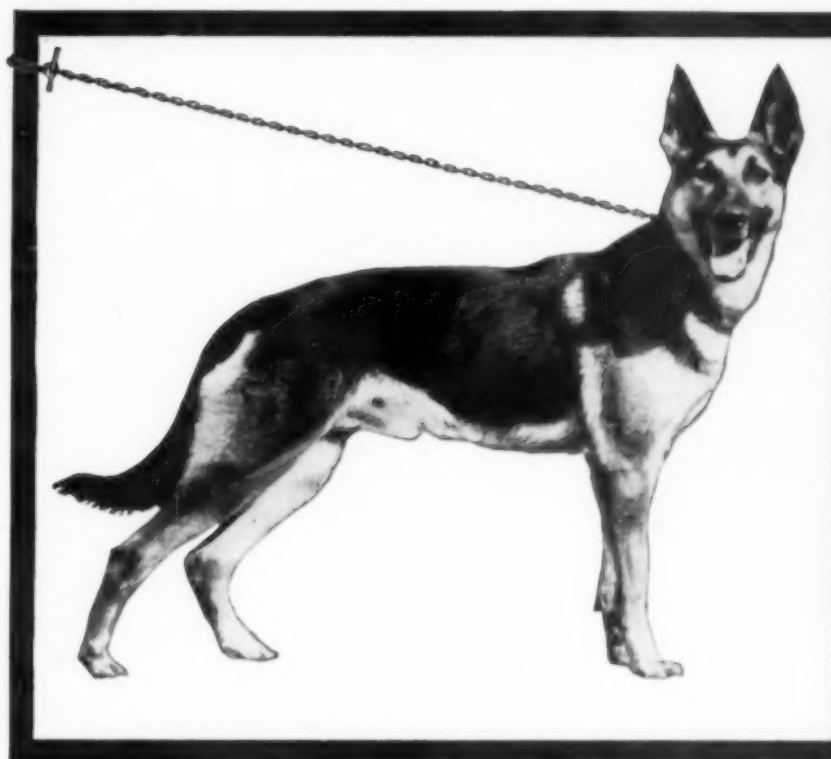
Types: 4200—Regular Application
 J 4200—With Jamb Plate for concrete or tile floors
 4200 X Light Spring—for light weight, full length louver doors.

BOMMER

SPRING HINGE CO. INC.

EXECUTIVE OFFICE AND PLANT: LANDRUM, S. C.

SALES OFFICES & WAREHOUSES
 BROOKLYN: 263 CLASSON AVE. • CHICAGO: 180 N. WACKER DRIVE.



More and more
chain sales
are

**"GOING
TO
THE
DOGS"**

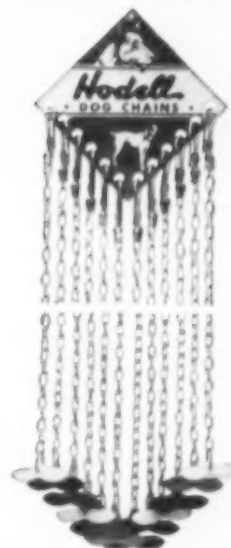
DISPLAY HODELL DOG CHAINS FOR YOUR SHARE

In every community . . . on the farm, in the suburb or in the city . . . the dog population is increasing. It's a ready market for Hodell Dog Chains . . . but you've got to display them so your customers will buy them.

Hodell Halter and Dog Chains come completely assembled, with steel swivel snap, ring and toggle. Packed 6 or 12 to a carton, according to size. You can also order Hodell kennel and exerciser chains, dog couplers, chain choke collars.

For complete information on the complete line of Hodell welded and weldless chains, ask your distributor or write for the Hodell Catalog.

Get fast sales action with these new assortments of Hodell Dog Chains with bright red, green and yellow plastic handles. Then . . . display them for fast sales on this attractive Hodell Dog Chain hanger. Each display comes complete with 12 chains and 2-color metal hanger. Assortments with metal handles also available.



HODELL CHAIN COMPANY, Cleveland 3, Ohio
Division of The National Screw & Mfg. Co.



Fasteners



Hodell Chains



Chester Hoists



form WS-15 — The formed wire type and stamped metal type of Republic weldless chain, plus principal accessories and assemblies are described in the 12-page catalog. Farm and Animal Chain Catalog, form ADV-703 — a full color catalog that lists all varieties of dog chains, plus farm and animal chain assemblies. Bolt and Nut Price Finder, form ADV-706 — an indexed price chart for quick reference; lists retail prices on the full line of Republic fasteners; is printed in two colors and may be hung on the wall. Republic Hex Head Cap Screw, form ADV-678 — a four-page folder describing the screws. Republic Steel Corp., 3100 East 45th St., Cleveland 27, Ohio.

Circle No. B38 on coupon, pg. 60

Insecticide Sprayers. Descriptive literature which illustrates the company's garden hose-fitting insecticide sprayer, together with its other hose nozzles and sprinklers, will be furnished on request. Gilmour Manufacturing Co., Somerset, Pa.

Circle No. B39 on coupon, pg. 60

Casters. A catalog, listing over 40 new caster models, and containing practical application suggestions and selection data, is available. It lists specific uses for casters in 30 separate and distinct industries. Different types of caster installations are de-

scribed and illustrated. Gleason Corp., 250 N. 12th St., Milwaukee 3, Wis.

Circle No. B40 on coupon, pg. 60

Garden Hose. A 21-page, full-color catalog—showing 15 garden hose styles, the lawn-soaker, and two lawn sprinkler styles—is available from the manufacturer. Swan Rubber Co., Bucyrus, Ohio.

Circle No. B41 on coupon, pg. 60

Decorative Hardware. A 20-page catalog, No. 214, illustrating in color Amerock's complete line of hardware for cabinets, built-ins, furniture, and doors is offered to dealers. Prominently featured is "Contemporary" Cabinet Hardware now available in three finish combinations—Polished Brass with black accents, Satin Copper with black accents, and Ebony Black with gold accents. Other matched designs include patterns of modern styling and authentic "Colonial" patterns. Extensive application photos and drawings show installation ideas and demonstrate decorator effects and sales features. Amerock Corp., Rockford, Ill.

Circle No. B42 on coupon, pg. 60

Sporting Goods. The 1957 D & M Spring and Summer catalog features 32 pages of baseball, softball, tennis and badminton equipment. Four full pages of youth baseball equipment includes official "Little League," "Pony," and "Babe Ruth League"

baseballs. Copy of the catalog and dealer confidential price list may be obtained from the company. Draper-Maynard Co., 4861 Spring Grove Ave., Cincinnati 32, Ohio.

Circle No. B43 on coupon, pg. 60

Power Mower. The complete line of power mowers—from lightweight to heavy duty models with self-propulsion and fingertip control and with full description of each model—is included in a catalog available from the manufacturer. Price lists accompany the catalog. Southland Mower Co., Selma, Ala.

Circle No. B44 on coupon, pg. 60

Pump Selector Chart. A handy pump selector chart designed to aid plumbers, well drillers, contractors, farmers, and other users of fluid-handling equipment in choosing the right unit for the particular job at hand, is contained in a pump data folder now available. The folder gives heads, capacities, hp ratings, and other helpful information on a variety of pumps. Barnes Manufacturing Co., Mansfield, Ohio.

Circle No. B45 on coupon, pg. 60

Fishing Lures. Complete information on its lines of lures, accessories, and displays is covered in the company's new 60-page illustrated catalog. Lures are classified according to types for easy reference, and information on patterns, weights, and packing is given for individual lures as well as for assortments. Marathon Bait Co., 840 Henrietta, Wausau, Wis.

Circle No. B46 on coupon, pg. 60

Power Mower. A folder is available illustrating the company's complete line of self-propelled power mowers. Swisher Mower & Machine Co., Warrensburg, Mo.

Circle No. B47 on coupon, pg. 60

Power Pumps. The company's line of Power Pumps is described in complete detail in a catalog available to dealers. The various pumps, as well as the line of pump and well accessories, are illustrated fully, and information as to correct pump equipment, water requirements, etc., is included. Special catalogs covering "Submerga" Pumps, "CS" and "SJ" Jet Pumps, Hand and Windmill Pumps and Water Conditioning Equipment may be obtained also. Red Jacket Manufacturing Co., 1051 S. Rolff St., Davenport, Iowa.

Circle No. B48 on coupon, pg. 60

Spin-Fishing. The company's annual spin-fishing booklet, now available, features a fishing yarn, pointing out the versatility of Airex tackle, written and illustrated by the TV star, Jon Gnagy. Also included are answers to some of the most commonly asked questions about spinning, casting instructions, useful facts about fresh and salt water spinning, and an illustrated catalog of Airex spin-fish-

DEPENDABLE . . .
another way
of saying
Rugged Robert



Every wise customer knows that Rugged Robert means DEPENDABILITY . . . superior QUALITY. That's because all Rugged Robert products are made of the very finest materials under the most exacting specifications.

Thousands of people always ask for the Rugged Robert Brand by name.

Fast-selling Rugged Robert Products include pliable, galvanized solid and twisted clothesline . . . high-quality swing and well chain, in 2/0 and No. 3 size, boxed and on spools . . . and the smart-looking, fast-selling broom rake.

All Rugged Robert products are perfectly packaged for immediate re-shipment. Get your share of this "PLUS BUSINESS" today! Write or call us for YOUR supply!



Wire Products Company

2713 North 24th St., Birmingham, Ala.

Member, American Hardware Manufacturers Association

RUGGED
ROBERT
BRAND

12TH ANNUAL National Hardware Show

Your only national showcase for the complete \$3 billion market for hardware and all allied products . . . where buyers can see, feel and compare the best the industry has to offer.



October 14-18

The only place buyers can meet and talk to the principals of 1000 leading suppliers . . . in person . . . with the entire national trade market spread before you in every detail.



Coliseum, New York City

Fill out and return the registration coupon today.
Your admission badge, which will admit you without further registration, will be mailed to you.
Plan now to attend your only National Trade Show!

**NATIONAL
HARDWARE SHOW**
at the COLISEUM in NEW YORK CITY

please fill out coupon and mail 

EXECUTIVE OFFICES:

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NATIONAL HARDWARE SHOW
Suite 1103, 331 Madison Ave., New York 17, N.Y.
Please check below if you wish us to make hotel reservations for you.
(Please Print)

NAME _____

TITLE _____

FIRM _____

STREET _____

STATE _____

CITY _____

TYPE OF BUSINESS

Please check below the classification of your business.

- ☐ Wholesaler ☐ Retailer ☐ Dept. & Chain Store Buyer
☐ Importer-Exporter ☐ Mfgs' Agent ☐ Manufacturer ☐ Other
☐ Please send us your hotel reservation blank.
Minors under 18 yrs. of age will not be admitted under any circumstances.

ing products. Airex Corp., Dept. BR, 411 Fourth Ave., New York City, N. Y.

Circle No. B49 on coupon, pg. 60

Tractor Drawn Implements. Catalog No. 856 covers the King line of tractor drawn implements with illustrations, specifications, and prices. In addition, 14 pages are devoted to lists of repair parts, with a drawing shown of each part along with its identifying number. King Plow Co., Atlanta, Ga.

Circle No. B50 on coupon, pg. 60

Dealer Forum

(Continued from page 10)

are placed together. Similarly tools are attractively displayed in neat piles by item and size on colored pegboard within reach of finish hardware that is close by.

Of course, available space has something to do with the location of merchandise. Plumbing and electrical supplies are placed at the rear because seasonal merchandise has taken over first place in the doorway. But—plumbing and electrical supplies also are items that a customer has deliberately come into the store for. With the excep-

tion of bulbs and tubes, they are generally not impulse items. Light bulbs and fluorescent tubes are prominently located at a high traffic point near the checkout counter for these are largely impulse purchases.

Another thing we do is to place new items at the checkout counter to call to the public's attention new products on the market.

We change departments several times a year so that routine layout does not become established in a customer's mind. Changes bring new merchandise into focus continually; merchandise always in the same location is lost sight of by customers.

We have tried a close-out table but it did not work. We try to keep deadstock at a minimum, watching stock closely from day to day and week to week. Though we advertised specials on a close-out table located near the front of the store, we did not get results. Our feeling is that customers buy items only when they actually need them. We put such stock back into regular shelves and eventually they sold.

To promote self-service we price all merchandise clearly and legibly

by hand so that a customer will not have to seek out personnel to verify prices. By keeping related merchandise together, he can find all items by himself usually. Open displays with items readily accessible help customers help themselves.

Sidewalk displays with items clearly priced invite inspection and self-selection.

A checkout counter centrally located in the store draws customers back toward the rear departments. All aisles are kept open and clear for the free flow of traffic.

♦

Year-'round Promotion Is Boosting Paint Profits

(Continued from page 26)

fied with its credit record since losses run very low.

Long Hardware Co. has never gone after the paint contractor as a big customer. It does sell regularly to some contractors, but it prefers other regular accounts because of the discounts and small profit of transient contractor sales.

In allied lines, the store enjoys a good business on glass and wallpaper and displays are conveniently near the paint department. It doesn't maintain a floor stock of wallpaper but uses a sample book for orders. With so many old homes in the neighborhood, wallpaper is a profitable item. The store finds little wallpaper being used in new homes in the area it serves. "Most new homes now either use wallpaper on a wall or two for decorative purposes, or use no wallpaper at all," George Long explains. "We have many negro customers on our books, and they are our best wallpaper customers."

"Wallpaper is available in 150 patterns. We have several grades. It comes ready pasted and trimmed. All the customer has to do is to measure his walls, have his paper cut to proper length, moisten, and apply to the walls.

"Negro customers also buy most of our roll linoleum. Fully 50 percent of our linoleum sales go to old homes. The newer homes, as a rule, use asphalt tile or inlaid linoleum."

Also largely because of the old homes in the neighborhood, the store enjoys a better than average volume on plumbing items and electrical supplies. Here again most of the sales are for replacements and repairs rather than for new

Your Jobber has
FULLER money-making
specials like this

ALL
THE
TIME

Bright! Colorful! New! **BONUS BASKET** of 72 "BIG" Fast-Selling Screwdrivers

12 each of Fuller's brightly colored Advance Brand heavy duty, extra heavy duty, mechanic, electrician and cabinet screwdrivers for slotted screws to retail for just 29c each, 3 for 79c... in a FREE neoprene resealable basket that is a sure sales "catcher". Value? \$21.88. Cost? Only \$13.92. Markup? A huge 57%!

ORDER your BONUS BASKET DEAL—No. 29—TODAY.

Ask about Fuller's other Money Makers, Tool



FULLER TOOL COMPANY, INC.

3522 Webster Avenue, New York 67

World's largest producers of unbreakable amber handle tool

*a sell-out
the past 4 years!*

SWING-A-WAY TRADE-IN SALE!



\$1.00 TRADE-IN ALLOWANCE
for anything that opens cans, towards
SWING-A-WAY MAGNETIC CAN OPENER

regular \$3.98 model only \$2.98
and any old can opener

Here's just the right prescription for lagging summer sales . . . the 4th annual SWING-A-WAY money-saving TRADE-IN promotion. This annual event has been sold out 4 years running. Hundreds of dealers were disappointed last season. Better act now! Order the #222 TRADE-IN deal at YOUR USUAL DISCOUNT!



#222 TRADE-IN DEAL

- 2 - #607W White Magnetics \$2.98 each
- 2 - #607R Red Magnetics \$2.98 each
- 2 - #607Y Yellow Magnetics \$2.98 each

\$17.88 TOTAL RETAIL VALUE LESS YOUR REGULAR DISCOUNT

FIRST IN SALES

BECAUSE IT'S **SWING-A-WAY** FIRST IN VALUE!

SWING-A-WAY MANUFACTURING CO. • 4100 BECK AVE. • ST. LOUIS 16, MO.

ANOTHER NEW USE



PRODUCT

The
"TY-TON"
(HIGH TENSILE ZINC)
MACHINE BOLT
EXPANSION
SHIELD

WITH TREMENDOUS HOLDING POWER

Never before has there been a machine bolt expansion shield designed with such tremendous holding power.

• IMPROVED EXPANSION DESIGN

Provides a firm, all 'round even pressure throughout the depth of the hole.

• HIGH TENSILE ZINC

Provides the tough, extra strength required for the tremendous holding power pressure.

• WIDE RANGE OF SIZES

"TY-TONS" are furnished in short and long lengths for various machine bolt diameters.

We are proud to add the new "TY-TON" to our complete line of masonry anchors, fasteners, drills and allied products.

**INDUSTRY'S
MOST
COMPLETE
LINE**

U. S. E. Products are sold through recognized jobbers only.

**STOCKPOINTS IN PRINCIPAL
CITIES FOR FAST SERVICE.**



USE

MASONRY ANCHORING, FASTENING, DRILLING AND ALLIED PRODUCTS

U. S. EXPANSION BOLT CO.
YORK, PA. DEPT. SH-7

installations.

Ninety-five percent of Long Hardware Co.'s sales are to the do-it-yourself customer.

Long Hardware Co. is at a heavily-traveled intersection and is considered the leading hardware store in its part of the city. It uses window displays of paint regularly and also finds its sidewalk displays of power mowers and garden tools are very effective.

It maintains a sharpening service and in the early lawn mowing season, it averages eight to 10 mower sharpenings daily. The store also sharpens hedge shears, knives, and scissors.

The store is clean and neat—Mrs. Long personally sees to that—and encourages customers to browse. Every item is price-marked for the convenience of the customer who likes to browse and also for the customer who buys on impulse.

Its friendly atmosphere and reputation for having what the customer wants—whether it is an unusual paint shade or something else—has earned for Long Hardware Co. in the space of a decade more goodwill and business than many older and larger stores can claim.

Sales Formula for Chain Saws

(Continued from page 27)

as long as he and his saw are idle, naturally, he sees the point. He knows that every hour his saw is out of commission it costs him money. Even minutes count with him."

The company stocks three different makes of chain saws. This is because Taylor finds that it requires three lines to meet the complete sawing needs of all the company's customers. With three lines, he is able to fit a chain saw to any sawing job, no matter how "different" it may be. A saw "tailored" to the job means better service for the customer and repeat business for the company.

Taylor pushes multiple sales. He does this for two reasons. First, of course, it means more business for the company; but it also means more profit for the customer because with two or more saws he is able to keep right on working with one saw while another is being repaired and serviced.

"Today, we have only a few customers who own only one chain saw," Taylor says. "We try to sell

a new customer at least two; and some of our bigger operator-customers own a dozen or more units."

Another advantage for the customer in owning at least two saws is that two units give him a choice in selecting the right saw for the specific job, and that in turn means greater sawing efficiency.

Taylor finds new customers largely by taking several chain saws into the woods, seeking out prospects and demonstrating the various units on the spot. He does comparatively no "cold turkey" canvassing, however. Most trips to the woods are on specific leads and appointments.

He obtains many of these leads right in the store with a floor display of saws. Prospects come in, see the saws and Taylor explains their function and operation. However, unless the prospect is a chain-saw user and knows the fine points about various makes and models of chain saws, Taylor does not try to make a sale in the store. Instead, he arranges the appointment with the prospect and meets him at a given time in the woods where the saw is to be used. He inspects the timber, notes the type of sawing the customer wants to do and then he demonstrates and recommends the make and type of saw he feels will perform most efficiently for this specific prospect. Thus, he renders a maximum service to the customer by seeing that whatever unit he buys will be the most efficient for his specific job. This is highly important in building repeat saw business, Taylor emphasizes.

Frequent, small chain saw advertisements in local newspapers and an occasional mention in the company's radio advertising also help to find prospects for saws.

A reliable source of leads also is regular customers. They not only are prospects for additional saws, as their sawing business expands but they likewise tip Taylor to farmers with considerable timber, and new professional log-cutters who contemplate getting into the business.

Whatever the source of the lead, Taylor finds that the quickest route to an ultimate sale is a demonstration on the premises of the farmer or in the woods with the professional.

In advertising as well as in personal selling, Taylor stresses the importance of service and mentions the company's one-day maximum service for any customer who

**A gift of lasting value for your customers
with your compliments!**

**NEW
EDITION
72 pages
12 more
than before!**



Your store name and address imprinted here FREE

A new and enlarged edition of TCI's popular Farmers and Ranchers Handbook is ready. *And it's a humdinger.*

Containing more facts, more usable, everyday information and more time-and-money-saving ideas than any previous issue, this new edition is available to every farm home in your area through your store with your compliments.

And, from the tremendous demand for earlier editions, just about everybody visiting your store will want a copy of this larger, vastly improved edi-

tion. So be sure to order enough to go around . . . and be sure to put them out where prospective customers can see them. For, remember, TCI's Farmers and Ranchers Handbook is also an interesting catalog of the complete TCI line of USS Quality Steel Products for the Farm, including USS Tennessee V-Drain Roofing, USS Corrugated Roofing, USS American Fence, Barbed Wire and Poultry Netting, USS Baling Wire, Tennessee Nails and Staples—all easy-to-sell items it will pay you to carry and feature.

If you stock Tennessee Roofing and USS American Fence, we will furnish you with as many copies as you need of the new Farmers and Ranchers Handbook for free distribution from your store. For further information, contact our nearest District Office, or write direct to Fairfield.

**TENNESSEE COAL & IRON
DIVISION**

UNITED STATES STEEL CORPORATION
GENERAL OFFICES: FAIRFIELD, ALABAMA
District Offices: CHARLOTTE - FAIRFIELD - HOUSTON
JACKSONVILLE - MEMPHIS - NEW ORLEANS - TULSA

Quality Steel Products for the Farm



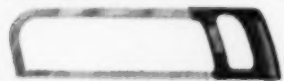
UNITED STATES STEEL

GET ON THE VICTOR SALESWAGON of PROFITS

You'll cart away a "load" of profits when you stock, display and sell these Victor products because top quality and consistent advertising have made it the line more consumers—your customers—demand!

Special Flexible or Flexible—Perfect for the householder because they're the best all-around blades...economical, too.

"Moly" High Speed Steel—For those who want long metal-cutting life in an economy blade. Outlasts standard high speed steel blades 10 to 11



These Victor Hacksaw Frames Are Priced Right for your Trade—New Victor No. 10 with green Tenite handle and No. 15 with red Tenite handle for either 10-inch or 12-inch blades, yet are built around a solid, one-piece steel backbone, the most rigid construction ever devised. New under-the-handle lever-lock makes blade changing easy and automatically puts correct tension on every blade.

Victor No. 20 Frame is the long-time mechanics' favorite. Adjustable for 10-inch and 12-inch blades. Extra-leverage tension lock.

Increase Blade Sales By Featuring "Molyflex"® Display Card No. 166

Three-color easel card holds ten 10" "Molyflex" blades, assorted 18- and 24-tooth. There's four times the dollar profit for you in every sale—more than four times the cutting efficiency for your customers.



Special Flexible Assortment No. 45
Attractive 2-color card carries an all-purpose 3-blade assortment of 10" Special Flexible blades. A best seller for years.

Sold Only Through Recognized Distributors

FREE

Ask your Victor Distributor for a supply of NEW Metal Cutting Booklets and Wall Charts.

VICTOR 1895
VICTOR SAW WORKS
MIDDLETOWN, N. Y., U. S. A.

Makers of Hand and Power Hacksaw Blades, Frames, and Metal and Wood Cutting Band Saw Blades of every type and size.

brings his saw to the store.

By performing one-day service and encouraging customers to bring in their saws themselves, it has not been necessary for the company to provide rental saws for use by service customer, Taylor points out; and he does not recommend this except in extreme cases, because it is too easy for a customer to ruin a rental saw in a short time if he is not cautious in its use.

The company sells chain saws on time, requiring at least 20 percent cash with the order. Monthly or weekly payments are arranged for the balance, the term of the contract depending on the individual, his reliability and his earning power.

Self-Service Clicks in Suburban Store

(Continued from page 29)

square foot of floor space. Island-type displays are low; aisles are wide; and the lighting blends with the daylight that comes through the large areas of glass. The quality of the fixtures and merchandise gives the store an atmosphere that most of the customers have never before experienced in a hardware store for there are no others like it in their trading area. And they like it. Complaints on prices are less. Shopping is leisurely and informal, no parking meter to feed, no sales pressure, no wearisome lugging of youngsters. In Parkway Center, and across the road are a number of desirable places for dining at any hour of day or night.

Hutchens emphasizes that promotion for a suburban store like his is highly important. He participates with other merchants of the center in a co-op ad plan in the Huntsville Times. Some radio is used but most advertising is concentrated in newspapers. In the back of the store, Hutchens is erecting a building to house the plumbing, heating, and electrical contracting business of Hutchens & McCaleb, owned and operated by his son Vernon Hutchens, Jr. and John McCaleb, son-in-law of the senior Hutchens.

W. W. Kennamer is manager at the new store and eight other employees work with him.

W. C. Miller, fixture specialist with Heller & Co., laid out the store and designed the fixtures. The store has 5,000 square feet of floor space and frontage of 50 feet.

The business was founded in 1886 by W. T. Hutchens, father of

the present owner.

Vernon F. Hutchens is convinced of the savings and customer acceptance of self-service in hardware retailing and is now planning to put the downtown store on a self-service basis.

\$10,000 Volume Annually from Garden Supplies

(Continued from page 32)

year," he explains, "because it is likely that the manufacturer will have another 'hot' number to push. If it does sell, I have enough left-over stock to start me off and I can re-order as the demand indicates. In the meantime, I capitalized on what had every promise of a fast-seller."

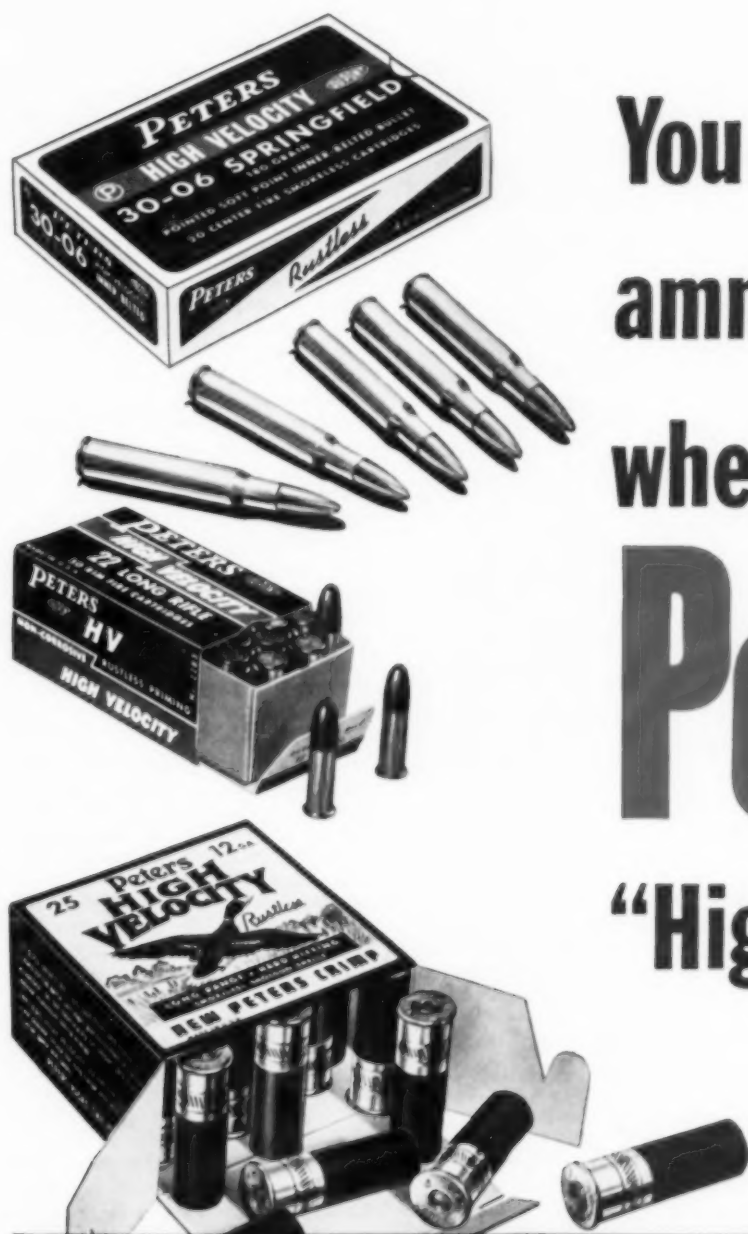
He selects his staple lines with as much caution, but with a long-view purpose. For instance, he has been handling one brand of plant food for three years, and sales increase each season. It is a well-known brand, extensively advertised in consumer and home publications and the demand for it is consistent from one year to the next.

Selecting a line like this, he features it throughout the season and spends some of his own money letting the public know that the favorably-known plant food may be purchased at the Donovan store. The seasonal "hot" items simply supplement the several basic lines stocked.

Soil-builders are particularly good sellers, Donovan declares, and he sells these largely through suggestion and adequate floor displays. He recommends them when a customer comes in for a lawn mower, seeds, or garden and lawn tools. By studying his lines, he is able to recommend the proper item for the specific job needed as revealed through conversation with the customer about her garden and yard.

When Donovan finds a prospect who has a large garden or lawn, he follows up the interest or the initial sale with a personal call at the customer's home. By doing this, he is able to survey the premises, note the type of garden and lawn owned by the customer and then can recommend additional lawn maintenance equipment, soil-builders, insecticides, poisons that should be used.

Donovan does much of his lawn and garden supply advertising during a single week, early in the season. On or about June 1 each year



You sell more
ammunition
when you sell
Peters
"High Velocity"

Again this year, powerful national advertising will mean more sales of Peters "High Velocity" ammunition. Make sure you're ready—stock and display the entire Peters line today.

Big game guides, shooters, and hunters everywhere know there's no more powerful ammunition in the world, than Peters "High Velocity."

Peters

sales
PACKS THE POWER!

PETERS CARTRIDGE DIVISION, BRIDGEPORT 2, CONN.

"High Velocity" is a trademark of Peters Cartridge Division, Remington Arms Company, Inc.



he holds a rather elaborate "open house" for lawn and garden supply customers particularly, but for the entire neighborhood in general.

He gives some major lawn or garden item as a door prize, and extensive newspaper and radio advertising invites the public to come to the store. The event is on the first Saturday in June. There are gifts for children as well as the main door prize for adults. Last season the major prize was a 21-inch lawn mower.

"This event, timed when most people are struggling with their growing gardens and lawns, focuses attention of the public upon our store in general and on the lawn and garden stock in particular, and we have found it pays to put much of our advertising into this event, insofar as lawn and garden supplies are concerned," Donovan points out.

One reason the store does a consistently profitable lawn and garden volume is repeat business, year after year. A basic reason for this, Donovan believes, is his strict policy against over-selling any item to any customer.

"Sometimes there's a temptation to load up a customer with a lot of insecticides, poisons, plant foods, and tools that she really doesn't need, and that realization kills her confidence in the merchant. Selling the customer only what she really needs works best for us."

The company handles garden and flower seeds, in packages only. The only bulk seeds stocked are grass. It likewise does a profitable volume in bedding plants.

Lawn mowers, plants and fertilizers form outdoor displays alongside the store front in season and help to stop customers from the heavily-traveled boulevard in front of the establishment.

Service Shop Boosts Annual Volume 25%

(Continued from page 34)

I have come to know what they want, when they want it, and what to charge them for it. I don't feel that I need the more standard types of promotion.

"I also don't waste a lot of time on displays. It is more important to have what a customer wants and know where to put one's hands upon it quickly.

"My idea for buying stock for the store may be a little different than other dealers. I had little experience in running a store, so I

worked on the assumption that my customers knew what they wanted. At present, my inventory is too large for the space we have available, but we're making a profit. That's the real test of whether you're buying correctly or not.

"We do not carry a lot of items that many hardware dealers feel that they should carry. Conventional ideas go by the board in building a stock of items men want. Our emphasis is on hardware necessities rather than gift items and housewares. Uptown, where a more normal traffic of women shoppers may be expected, housewares and gifts may be important, but, in our location, we cater primarily to men and their needs."

Johnson's service features figure largely in determining what he buys. For example, he fixes lawn mowers and realizes a good business in lawn mower parts, wrenches, and other related items.

His primary purpose for operating a business is to make a profit. He does not reduce any item just to sell it. He spends little money on expensive "ballyhoo" or on promotion of items at reduced prices. He does not try to move merchandise by underselling. He gives his customers enough convenience and service to make his prices attractive and justifiable. If he gets a good price on an item, he takes a full profit rather than splurging his profit on advertising, he states.

"As another customer convenience, I operate on a credit basis. I try any man one time on credit and have been disappointed only a few times," Johnson continued. "I also trade with a fellow if he wants to. This is my hometown, and I feel that I'm here to stay. If a fellow's got a good trade, say a shotgun for a set of fishing tackle, I'll go ahead with it. I've found that I'll usually find a customer for the traded item sooner or later."

Johnson's service program has developed much like his stock of inventory. As folks came in and asked for this or that, he would see to it that the item was put in stock. His service program developed much the same way.

He maintains a large stock of merchandise in a relatively small (35 x 50) main store. Next to it, on the left, three small rooms serve as storage rooms for heavy or bulky items such as tubs, buckets, light fixtures, shovels, wire, and heavy tools. On the right, a 40 x 100-foot warehouse serves as storage for non-seasonal goods, building materials, mauls, and appliances.

In his main selling area, Johnson keeps all merchandise that is misplaced easily or is of a sensitive nature. He keeps merchandise in every available place. Myriads of items are stored on shelves and bins that extend around the store. In the center, many other items are displayed in two principal island areas.

In conclusion, Johnson summarized, "When we opened our doors in 1947, we could sell anything we could haul in. That was a period of shortages, and high prices. Today, we have a very stable volume—it doesn't rise or fall with every breath of the business wind—and we have a better inventory and buy to better advantage now than we did in the beginning. We're doing all the business that three of us can handle, and we think that our many services have been largely responsible for our good fortune."

Camping Supplies Market

(Continued from page 35)

where they can be seen and handled, if necessary, Vandermeulen believes. In this store camping supplies are displayed on the floor, in the window, on shelves and on other fixtures. In the spring they are displayed in conjunction with fishing tackle, in the fall with hunting supplies.

Camping supplies have not been promoted as such, but when 3,000 circulars are distributed on general store merchandise, a few one-day camping items like a grill, ice chest, gallon jug, canteen, etc., may be featured prominently. Most camping supplies sales are made through personal contact with the customer. At this time close questioning reveals any accessories he may need.

"Inquiry about his or his family's recreational interests may mean the sale of fishing tackle, an archery set, guns, ammunition—the field may be wide open for accepted suggestions," Vandermeulen remarked, indicating a \$5,000 inventory in fishing tackle and a \$3,000 inventory in hunting supplies. "It is even important to inquire as to their means of transportation. Cartop carriers and luggage racks can mean sizable supplementary volume."

Camping supplies comprise a year-round department that is given a special push during the Christmas season. Gift displays of camp stoves, sleeping bags, air

mattresses, compasses, and barometers stand high on the list of the store's giftwares. A special display case of both higher and lower priced barometers and compasses are kept in the forefront as suggested gift and Christmas items.

"Camping supplies are an expanding field and the hardware dealer who enters it may develop sizable volume in the line. In buying camping supplies the hardware wholesalers can be of much assistance. A hardware dealer may discover to his satisfaction that camping supplies complement his fishing tackle and hunting supplies very profitably," Vandermeulen said.

Trade-ins Are Boosting Power Mower Sales

(Continued from page 36)

The company prices used units with the expectation of making an average of 26 percent gross profit on the volume of used mowers. On a few, the profit may be a little more than that, but that is offset with end-of-season losses, when it is necessary to sell some leftover units at cost, Keeling points out.

The company has overcome any service problem which might be involved in handling a volume of used mowers simply by selling all used power mowers on an "as is" basis. A workman simply cleans up the unit and puts it on the sales floor. Signs tell the customer that the mowers are "as purchased" from former owners and that none is guaranteed.

"We find that the average person buys a used lawn mower on much the same basis as he buys a used car," Keeling explains. "He looks at the tires, checks the paint job, kicks a wheel a couple of times and if he likes what he sees, he buys. He buys used mowers the same way."

The company sells used units only for cash; and, surprisingly, Keeling says that the company has little difficulty in convincing prospects that time payments are impractical for this type of unit.

The concern stocks and features three major lines of power mowers, all three quality products. No price appeal is evident in the sale of any make. The company handles the three because it is possible to show a wider variety of sizes, power and functional performance with three lines, Keeling states. An effort is made to fit the mower to the individual job re-

Atlas handy dandy

PEG BOARD MERCHANDISER

... FOR ATLAS 1/8 LB PACKS OF



Size: 11" x 7" x 2". Holds 30 boxes at a time. Easy to refill. All Atlas 1/8 lb. packages fit this rack.



PRE-PRICED, PRE-PACKED—

JUST HANG IT ON THE WALL AND WATCH THEM SELL.

Here's a neat, modern dispenser that keeps your stock in order, —and right at customers' fingertips! It's a great item to speed turnover, build profits, cut sales costs.

FREE OFFER

Order 90 Atlas 1/8 lb. packages—30 each of 3 fast-moving items. Get a "Handy-Dandy" Merchandiser FREE. Remember, these are full 1/8 lb. packages—not just 1 oz. or even less.

Refills of any Atlas 1/8 lb. package available in unit of 10 boxes.

TURN A PRETTY PROFIT!

Total Retail Value (90 pkgs. @ 15¢)	\$13.50
Your Cost	8.10
Your Profit	\$5.40

Order one today! Shipping weight 12 lbs.

— 90 packages with display.



Atlas TACK CORP.

FAIRHAVEN, MASS. • HENDERSON, KY.

COMPLETE OXCO FLOOR SWEEP DISPLAY

brings increased
volume on profitable
floor sweeps



Here's your opportunity to increase volume and enjoy greater dollar return on the 4 most popular Oxco floor sweeps for hardware store sales. This handsome Display, a complete selling and storage unit, brings floor sweeps out of the stockroom, makes them popular sellers and real money-makers. Saves your selling time yet brings more sales at a nice profit!

18 SWEEPS AND HANDLES PLUS METAL RACK

- 3 FAVORITE sweeps (14")
- 4 FAVORITE sweeps (18")
- 3 CHOCTAW-X sweeps (14")
- 4 CHOCTAW-X sweeps (18")
- 2 JUSTRITE-X sweeps (18")
- 2 GARAGE palmyra (18")

DISPLAY RACK and TOP SIGN

All packed in one carton. Easy to set up—no complicated bolts or nuts—rack simply unfolds and it's ready for stocking. Top sign tells customer style of sweep needed for his floor surface.

OXCO
BRUSHES
OX FIBRE BRUSH COMPANY, INC.
FREDERICK Established 1884 MARYLAND

Put this Display to work
in your store now.
Order from your nearest
Jobber, or write us,
giving his name.

quired of it.

Volume has grown by stressing auxiliary items to go with mowers, such as edgers, trimmers and a wide selection of plant foods, insecticides, and sprays.

Bolt Information for the Handyman

FOR THE do-it-yourself enthusiast, here's some information which the hardware dealer might pass along.

If strength of the joint is the only concern in an assembly, it's almost impossible to get the nut too tight, according to fastener specialists at Russell, Burdsall & Ward Bolt and Nut Co. If wrenching up hard doesn't break a bolt it will never break or wear out in service—presuming it's the right bolt for the job.

The tension left in a bolt after it's tightened opposes the external load applied in service and keeps the nut tight. So long as preload tension—clamping joint members together—is greater than external load, the bolt won't fail. Maximum pre-load tension means maximum resistance to external stress.

Under tightening may affect joint strength, but "over tightening" never does. However, there are applications where too much tightening is bad:

(1) When the man with the wrench gives all he's got in tightening up a joint the bolt will probably stretch permanently, deforming the threads a little. This doesn't affect strength, but nut and bolt can't be reused. Therefore, where bolts are permanent fixtures, assemblers needn't worry about over tightening. Where fasteners may be removed in service, avoid tightening the bolt to the point where it is permanently stretched.

A steel bolt stretched in tightening no more than 0.001 inch (0.002 for heat treated bolts) per inch of grip length—distance between bolt and nut—will return to normal without deformation of threads.

(2) Where a soft-surfaced material, such as a gasket, is part of the joint, it's impossible to put much tension in the bolt. Tightening simply compresses the soft material. In this kind of joint, R B & W engineers recommend tightening the bolt just a little more than enough to hold the joint together under load.



*"Our greatest challenge . . .
the development of men"*

Ralph Cordiner, President, General Electric Company

"Few expenditures we can make are more important than those for education. A well-educated person produces more and consumes more, makes wiser decisions at the polls, mounts a stronger defense against aggression, and is better able to perform the grave responsibilities of American citizenship."

"Freedom needs educated people. So do business and industry. I earnestly ask you to support the college or university of your choice in its planning for expansion and a stronger faculty. The returns will be greater than you think."



If you want more information on the problems faced by higher education, write to: Council For Financial Aid To Education, Inc., 6 E. 45th Street, New York 17, New York



Sponsored as a public service, in cooperation with the Council for Financial Aid to Education



COMBINATION PATTERN
No. U412, 12" only.

SNIPS FOR EVERY SERVICE



HEAVY DUTY PATTERN
No. U416, 16" only.



CIRCULAR CUTTING PATTERN
No. T412, 12" & T47, 7".

STANDARD PATTERN, No. S410
Seven other sizes, 7" to 14".



AVIATION SNIPS, No. V19R
Right Hand, Cuts to left.



AVIATION SNIPS, V19L
Left hand, cuts to right.



NEOPRENE INSULATING SLEEVES
Available for all Aviation Snips. Here shown
on No. V19S, straight cut.

Crescent Tinners' Snips are forged of selected steel and blades ground on special grinding machines. They are hardened by Crescent's own selective induction process to insure long, satisfactory service. These easy-cutting, well-balanced snips are made in four patterns; standard, circular cutting, combination and heavy duty.

Sold by hardware dealers and industrial distributors everywhere.

AVIATION SNIPS. Keenly ground, hard, tough alloy steel blades with machine serrations...can be factory reground. Compound leverage produces tremendous shearing power. Three patterns.

CRESCENT TOOLS

Give Wings to Work

*Sign of the Artisan
Symbol of Excellence*



Crescent is our trade-mark, registered in the United States and abroad, for wrenches and other tools. Sold by leading distributors and retailers everywhere and made only by **CRESCENT TOOL COMPANY, JAMESTOWN, NEW YORK**

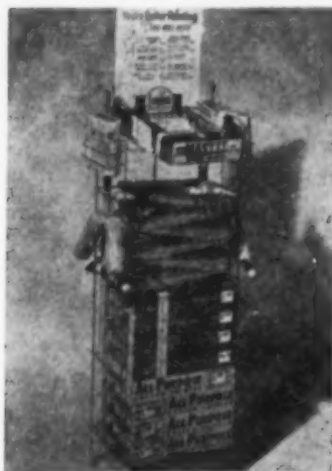
DEALER SALES AIDS

**For more information on these sales aids
use the free post card at bottom of page**

Painter Roller Bar

A compact and complete Painter Roller Bar, using only two square feet of floor space, now is being offered by A. G. Jacobus' Sons, Inc., Verona, N. J.

The bar holds 10 fast moving items, prepriced up to \$2.99 at retail. The home painter may choose the item he needs since the selection is limited to two only different roller sets,



two only rollers, two covers, one tray and extension pole, and two different size brushes.

Featured in the Painter Roller Bar is the patented Master Roller, especially lightweight, with an all aluminum head, ribbed spanner bars, wide slot for easy cleaning and bronze bearings for smoother rolling.

"Sixty Gets You Forty" is the title of the catalog page. For sixty dollars the dealer has everything he needs to please all customers, according to the manufacturer. For more information—

Circle No. P1 on coupon, pg. 60

Fishing Pole Display

Dealers are offered the "Extendo" display free with the purchase of six Actionrod "Extendo" poles, any models, at regular price, and one Model 5216, 16-foot "Extendo" at the regular price of \$7.17 by Orchard Industries, Inc., Hastings, Mich.

Colorfully designed, the display holds six telescoped "Extendo" tubular glass still-fishing poles, and one extended pole — for display and demonstration. The display can be hung



on the wall or placed on counter or floor. The extended pole can be adjusted for height, and may be swung to either right or left to fit any location. For more information—

Circle No. P2 on coupon, pg. 60

Ammunition Units

Additional quantities of 22 ammunition counter merchandisers have been made available by Remington Arms Co., Inc., Bridgeport, Conn.

The merchandisers are constructed

Handy Return Card

- Request More Information on
Sales Aids
New Products
Catalogs & Bulletins

NO POSTAGE NECESSARY

Please be sure to fill in your Firm's Name and your position on the coupon. This service cannot be extended to you unless this information is furnished.



BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 582, SEC. 34.9, P. L. & R., ATLANTA, GA.

SOUTHERN HARDWARE
806 Peachtree St., N. E.
Atlanta 8, Ga.

of pine wood in natural finish with a slanting glass front, hinged at top, and are equipped with specially designed locks operating from the dealer's side of the counter. They come in two sizes, and are available at slight cost. For more information—

Circle No. P3 on coupon, below

Christmas Tree Stand

A point-of-sale display easel featuring the Christmas Ease Tree Stand and two flame-proof Vac-U-Cover tree stand skirts is available at the manufacturer's cost of \$4.75 postpaid.



The offer is made by Steel-Bilt Construction Co., Bridgeville, Pa., who points out that this is a regular \$10.50 value that includes \$7.50 worth of merchandise—the stand and two skirts.

The Christmas Ease tree stand is composed of a base ring, available in 24" (residential) size of 5/16" round steel, with three legs or spokes of the same material. It retails at \$4.95, is

available painted red or cadmium plated and packed in units of one, six, or 12 to a carton. Detachable green water pan also is included with this size.

The 48" (commercial or institutional) size is of 1/2" round steel and has additional 3/4" round rods. The 48" size retails at \$23.45 for the galvanized model or at \$24.95 for the cadmium plated model, individually packaged.

Also available is the new 48" red embossed plastic, flame-proof Vac-U-Cover tree skirt with suction cup action. For more information—

Circle No. P4 on coupon, below

Bucket of Knives

Pocket Knives in a Bonus Bucket offer the customer a wide choice of stag, horn, and pearlescent handles in camp knives, jacks, and pens. All are solidly constructed. The dump display contains three dozen knives and is made available by Camillus Cutlery Co., Camillus, N. Y. For more information—

Circle No. P5 on coupon, below



PRINTED HELPS

and other sales aids for 1957

The Moto-Mower Co. of Richmond, Ind., offers to its dealers a sales promotion book entitled "I'm Your Moto-Mower Sales and Advertising Guide." Through cartoon treatment this includes tips and suggestions on salesmanship, conducting demonstrations, and setting up window displays. It also describes the newspaper mats, TV film and radio commercials which are available without charge to the dealer. Additional dealer aids include colorful consumer folders, window streamers, catalog sheets, a national coupon inquiry service and a yellow page telephone directory trade mark heading. A tabloid newspaper for store and mail distribution "Lawn Secrets" is available at \$10 per thousand. Lawn care portfolios which include one tabloid, one set of catalog sheets, one consumer folder, one retail price list in a string-tied carton are offered at \$10 per hundred. For more information—

Circle No. P6 on coupon, below

The Wood Shovel and Tool Co., Piqua, Ohio, offers to dealers a brochure and a proof sheet on advertising mats which are available free of charge. A self-mailer on the company's Jet-Lite line of shovels, spades and scoops can be used by the wholesaler and the dealer alike and is available in any quantity upon request. A floor type shovel rack which provides a great degree of flexibility inasmuch as it can be moved from one part of the store to another and which displays six or more shovels, spades and scoops is made available at a small extra cost. For more information—

Circle No. P7 on coupon, below

Lazy Boy Lawn Mower Co., Inc., 301 West 73rd St., Kansas City, Mo., offers to dealers without charge full-color eight-page insert folders with imprint space provided and which fold to 3 3/4-inch x 6 1/4-inch size. Newspaper ad mats in two-column by three-inch size are provided also, each describing one of the company's four most popular models. For more information—

Circle No. P8 on coupon, below

The Irwin Auger Bit Co., Wilmington, Ohio, offers to dealers free metal display merchandisers with the following assortments. No. D-13 contains free metal wall display and 13 bit assortment of Irwin 62T Bits, one of each size 4/16" through 16/16". No. 8830 contains free metal counter or wall display and assortment of 30 Irwin Speedbor "88" Wood Bits for electric drills. No. 430 contains free metal wall display and assortment of

7/57

Please send me these catalogs and bulletins:

B1	B5	B9	B13	B17	B21	B25	B29	B33	B37	B41	B45	B49
B2	B6	B10	B14	B18	B22	B26	B30	B34	B38	B42	B46	B50
B3	B7	B11	B15	B19	B23	B27	B31	B35	B39	B43	B47	
B4	B8	B12	B16	B20	B24	B28	B32	B36	B40	B44	B48	

Please send me more information on these sales aids:

P1	P6	P11	P16	P21	P26	P31	P36	P41	P46	P51	P56	P61	P66
P2	P7	P12	P17	P22	P27	P32	P37	P42	P47	P52	P57	P62	
P3	P8	P13	P18	P23	P28	P33	P38	P43	P48	P53	P58	P63	
P4	P9	P14	P19	P24	P29	P34	P39	P44	P49	P54	P59	P64	
P5	P10	P15	P20	P25	P30	P35	P40	P45	P50	P55	P60	P65	

Please send me more information on these new products:

560	561	562	563	564	565	566	567	568	569	570	571	572	573	574	575
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Send more information on advertisements (give advertiser's name):

.....

.....

My Name

Position

Company Name

Street

City

Zone

State

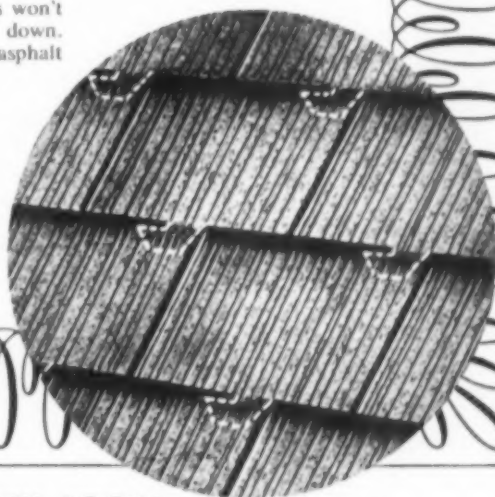
WIND WARRANTY

RUBEROID
LOK-TABS NOW CERTIFIED
AGAINST BLOWOFFS FROM
HURRICANES, CYCLONES, TORNADOS!

NEVER BEFORE ROOFING SALES FEATURE LIKE THIS!

Ruberoid Lok-Tab asphalt shingles now give you the most powerful selling feature ever — a *written warranty against wind damage*. Properly applied Lok-Tabs won't blow off in windstorms because they're locked down. We will back this claim in writing. No other asphalt shingle gives you this powerful selling feature.

NATIONAL ADVERTISING on this exclusive Lok-Tab feature is pre-selling homeowners now in Life, Better Homes and Gardens and Good Housekeeping. Get your share of this business. Display Lok-Tabs. Feature them in your own advertising. Show every prospect how Lok-Tabs lock. Sell the new Wind Warranty. See your Ruberoid representative today. Learn how you can join the Lok-Tab profit parade.



HERE'S HOW THEY LOCK!

The secret of Lok-Tabs is these two hidden tabs that interlock with the shingle below to hold the butt down securely. Thousands of Lok-Tab roofs have been storm-tested safely in the hurricanes of '54 and '55. Lok-Tabs performance — now backed by Ruberoid's written Wind Warranty — is the most powerful selling story in asphalt roofing today!

RUBEROID

ASPHALT AND ASBESTOS BUILDING MATERIALS

30 amber plastic handle screwdrivers in most popular sizes. All displays are colorful and fit in a minimum of space. A booklet on the selection, use and care of bits, and a variety of envelope stuffers are also available. For more information—

Circle No. P9 on coupon, pg. 60

Chas. O. Larson Co., P. O. Box 358, Sterling, Ill., manufacturers of wire goods, wire specialties and hardware construction sets for the do-it-yourself trade, has available for dealers envelope stuffers on Saw Horse Brackets and various construction sets, which may be obtained in moderate quantities without charge upon

request. Counter models for three styles of Saw Horse Brackets and one style of Folding Leg Brackets are available without charge under certain conditions through wholesalers. For more information—

Circle No. P10 on coupon, pg. 60

Foley Manufacturing Co., 3300 5th St., N.E., Minneapolis 18, Minn., continues its 14-day trial offer on 18", 19", and 20" deluxe Foley mowers, as a promotional aid to dealers. A customer is allowed a 14-day trial on his lawn. If not satisfied, he may return the mower and get his money back. The dealer has nothing to lose as the company states that it will re-

place the used mower whenever requested. A window streamer and advertising mats also are available. In its advertising program, a two-column six-inch mat will be run free in any dealer's local paper if that dealer will purchase three deluxe model mowers (excluding Demonstrators and Scotsman models). In metropolitan areas the dealers will be listed, free, on a big dealer listing ad. Under the co-op ad plan, after the first ad is run free, the company will then cooperate on a 50-50 basis with dealers on their future Foley mower newspaper advertising when using its standard ad mats. For more information—

Circle No. P11 on coupon, pg. 60

Columbian Rope Co., Auburn, N. Y., has available for dealers an assortment of window display materials including ship cutouts, samples of manila and sisal fibres, folders and pamphlets, and a red and blue dealer sign. Colorful sales promotional booklets are available on various company products. Currently offered also are two dispenser racks sold through wholesalers. The Columbian Rope Merchandiser requires only 22" by 12" of floor space and holds seven sizes of rope which can be cut to desired lengths. Another dispenser, the Colpack Rope Rack, holds four cartons of rope. Additionally, the company offers various counter display cartons and carded products, individually packaged such as starter ropes, jute, twine, mason's line and Christmas twine. For more information—

Circle No. P12 on coupon, pg. 60

Upson Brothers, Inc., 65 Broad St., Rochester 14, N. Y., offers a permanent, self-service display of all plastic construction at no extra cost for the TD-48 Hold-E-Zee screwdriver assortment. This Tenite display holds a stock of 43—17 types and sizes—one to six of a kind. Each driver is marked on the display for number and price for easy replacement when sold. For more information—

Circle No. P13 on coupon, pg. 60

Alan Wood Steel Co., Conshohocken, Pa., has available copies of its A. W. Cut Nail descriptive leaflet. The leaflets can be supplied imprinted with the dealer's name, address and telephone number for use as envelope stuffers. For more information—

Circle No. P14 on coupon, pg. 60

Kaiser Aluminum & Chemical Sales, Inc., 919 N. Michigan Ave., Chicago 11, Ill., makes available to dealers work drawings with complete bills of materials on 22 Farm Service Buildings; also complete plans for a carport and patio roof. The pocket-size Conversion Calculator to speed and simplify aluminum roofing calculations is offered. It is made of heavy cardboard and operates like

WOODEN INDIANS

don't make much wampum . . .



. . . in the Housewares, Hardware business. Mainly because they don't go anywhere or talk to anyone. How can they expect to stay ahead of the competition when they're not up to date on the newest products and methods? Course most of them haven't got the time, money or hankerin' to go half way across the country to see in one week, what could very easily consume two. But now! for the first time, Housewares and Hardware buyers can shop right in their own back yards . . . by attending the SOUTHWEST HOUSEWARES-HARDWARE & RECREATIONAL MARKET. The DALLAS round-up! You can bet your "tee-pee" this market is made for you . . . not too big . . . not too little . . . but just right to give you a choice selection of national brands; and the time to compare before you buy, products manufacturers are showing especially for southwestern living. Why, from now on, there just won't be very many wooden indians.

DALLAS MANUFACTURERS & WHOLESALE ASSN., INC.

1101 Commerce St., Dallas, Texas



a slide rule. One side of the calculator lists computations for corrugated and five V-crimp roofing sheet in 26-inch widths and in lengths ranging from six to 12 feet. The other side contains similar data for 48-inch wide corrugated sheet. For more information—

Circle No. P15 on coupon, pg. 60

The Weber Lifelike Fly Co., Steven Point, Wis., offers a variety of permanent metal displays for Redi-Pak nylon packages, loose hooks, flies, fly lines and other tackle items. The No. RR12 revolving rack displays one gross of Redi-Pak nylon coils. Nos. RR144 and RR146 are also revolving racks; each holds one gross of plastic boxes with hinged covers and is designed to display loose hooks or eyed flies. Half-size stationary units of the latter, Nos. R72 and R73, display half the quantity of hooks or flies. In addition, there is the new No. RR11 "in-between" size in multiple-tier revolving racks designed to hold Weber display panels. This unit consists of two individual racks which revolve independently; it holds six narrow and five wide display panels. A number of new display boards, boxes, and other packages are also available for 1957. For more information—

Circle No. P16 on coupon, pg. 60

Cleveland Mills Co., Lawndale, N. C., offers a printed corrugated floor display rack for merchandising the complete line of Mike twine and cordage. Approximately 4' high, this stand has five shelves with dividers, making 10 display compartments. White on the outside with blue bins, the stand is printed in red and blue. For more information—

Circle No. P17 on coupon, pg. 60

Utica-Duxbak Corp., Utica 4, N. Y., has available for dealers a complete mat service covering the company's line of sportsmen's clothing. Offered also is colorful corrugated display material for window backgrounds or for use on TV programs. Other sales aids include window streamers, counter cards, and literature for mailing. For more information—

Circle No. P18 on coupon, pg. 60

Crescent Tool Co., Jamestown, N. Y., has available displays for all the better selling items in its complete line of wrenches, pliers, screwdrivers, hacksaws, tinners' snips, special lineman's tools, etc. The displays, 22 in all, can be mounted in units of one, two, four, six, and 12 panels. Various fixtures are offered by the company at a small cost. No charge is made for the display panels, they are billed at the cost of the tools on them. Crescent also has display cards available at no cost. For more information—

Circle No. P19 on coupon, pg. 60

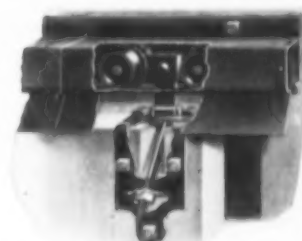
(More Sales Aids, pg. 64)

You can be sure
of providing
customer
satisfaction
when you
sell...

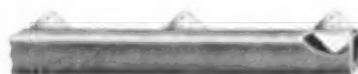
R-W

TROLLEY TRACK and HANGERS for industrial, commercial & farm building

Time-tested...top-quality...best-sellers...backed by over 75 years of experience...ALL are adjectives that describe R-W's line of trolley tracks and hangers—ALL are important to you for greater sales volume and added profits. R-W offers you a line that sells on reputation...a line that you can sell with assurance of knowing your customer will be satisfied. There's a type and size to meet your customer's exact requirements. R-W Trolley Track and Hangers will provide dependable, trouble-free operation year after year...even on doors weighing a ton.



WEATHERPROOF BARNDOOR TRACK and HANGERS...the favorite of farmers everywhere. R-W 36 self-cleaning type track is weather and bird proof. R-W 423 hangers feature roller bearings and lateral and vertical adjustment for easy, dependable operation.



"EaR-Way" Track and Trolley for smooth, effortless operation. R-W No. 239 track has ears spaced on 12-in. centers that are attached to walls by lag screws. Bosses hold track away from building allowing free passage of air and preventing rust. R-W 346 1/2 hangers have ball bearings and vertical and lateral adjustments.



"LOCK JOINT" TRACK and HANGERS for doors 1 1/4 to 2 1/4 inches thick. R-W "LOCK JOINT" track No. 31 is available in 4, 6, 8, 10 and 12 ft. lengths. R-W No. 20-2 hangers will provide years of dependable operation...features roller bearing steel wheels, lateral and vertical adjustment for fool-proof operation.



A "Glide-Ride" for Doors that Slide!

WRITE TODAY

for complete information.
Request Catalog No. A-91-LP

Leading manufacturer of Track, Hangers, all types of hardware and Electric Door Operators for over 75 years.

Richards-Wilcox
MANUFACTURING COMPANY



336 W. THIRD STREET, AURORA, ILLINOIS • Branches in Principal Cities

IT HAPPENED EVERY TIME!

I'M SURE SIR, WE HAVE THE RIGHT SIZE HERE SOMEPLACE!



until he discovered the **Hanson**

Self Seller OF HIGH SPEED STEEL JOBBERS' DRILLS



NOW OF COURSE SIR, JUST PICK THE SIZE DRILL YOU WANT!



CONTACT YOUR JOBBER OR —

HENRY L. HANSON COMPANY

28 UNION ST.

WORCESTER, MASS.

Garcia Corp., 268 Fourth Ave., New York 10, N. Y., offers to dealers a consultant service, a library of 16mm sound-color films, and the services of fishing experts to set up in-store demonstrations and to present lectures. Merchandising aids include the Mitchell Counter Card, die-cut to hold Mitchell reel and one spool of Platyl; the Abu Reflex Lure transparent window streamer; the Spin Casting Streamer, an in-store streamer illustrating six steps to successful spin casting; and the Mitchell Reel Streamer, available in large or small size, and featuring the Mitchell reel. For more information—

Circle No. P20 on coupon, pg. 60

Champion DeArment Tool Co., Meadville, Pa., offers dealers a wide range of sales aids including imprint book matches, display boards and display rolls, newspaper mats, counter signs, decals, envelope stuffers, and counter coats for sales personnel. Display boards offered include No. 26 which is designed as a permanent display. The 26 different pliers on this board are securely fastened in place and are lacquered to make an attractive, long-lasting display. The board is $\frac{3}{4}$ " plywood, measuring 24" x 30". Display boards 57, 75-A and 87, of the same size, are dispensing boards containing selected assortments or the complete line of pliers which may be sold right from the boards. No charge is made for the boards when merchandise is purchased, boards remaining company property. Small $4\frac{1}{2}$ " pliers available in five different patterns are merchandised on 3-color display board and are also available in a velvet lined fitted case. Advertised as Channellocks "Little Champ" pliers. A counter promotion kit has been designed to contain nine of the Heavy Duty Slip Joint pliers — four 6"; three 8"; and two 10" patterns. Each plier is individually cartoned and all nine pliers are packaged in a blue and white on silver foil carton. For more information—

Circle No. P21 on coupon, pg. 60

The Edwin H. Fittler Co., Philadelphia 24, Pa., offers several sales aids for dealers' use in merchandising Fittler products. (1) Octagonal Display and Dispenser Boxes $3\frac{1}{16}$ " dia. up to and including $\frac{3}{4}$ " dia. sizes, Manila and Sisal Rope. (2) Wire Rope Display Racks requiring 20" x 30" floor space to display and dispense four sizes of rope — only a small charge made for this display rack when ordered with 300 lbs. or more of rope. (3) Counter Display Boxes containing 100 ft. connected coils Fittler Manila and Fittler Sisal Rope in $\frac{1}{4}$ ", $5\frac{1}{16}$ ", $\frac{3}{8}$ ", and $\frac{1}{2}$ " dia. sizes. (4) Rope Merchandiser that handles seven sizes of rope — displays, measures and cuts rope to desired lengths. Small charge made for this merchandiser, shipped freight prepaid. (5) Display Box containing 50 ft. connected coils of either

$\frac{1}{4}$ ", $5\frac{1}{16}$ ", $\frac{3}{8}$ " dia. sizes and 25 ft. connected coils $\frac{1}{2}$ " dia. size Fittler "Stabilized" Filament Nylon Yacht Rope. (6) Display Boxes containing Fittler high tenacity yellow polyethylene or Fittler Manila Water Ski Tow Ropes — six boxes to a master shipping carton. To all dealers handling Fittler Brand Manila Rope, Fittler will furnish, on request a blue and yellow metal sign for counter or wall use. For more information—

Circle No. P22 on coupon, pg. 60

Zebco Co., 1131 East Easton St., Tulsa 1, Okla., offers to dealers a folder containing Goodstix window display, a counter display card, window streamers, and envelope stuffers announcing Zebco's new Feather-touch Control now available on Models 33 and 44. For more information—

Circle No. P23 on coupon, pg. 60

Propulsion Engine Corp., 311 Marion Ave., South Milwaukee, Wis., offers a number of dealer helps to cover its Mow-Master power mowers. Display material includes a jumbo size product identification tag to hang on the mower handle. A window display banner, 2 color, 17" x 30", features Mow-Master rotary mowers, and is designed for display window or wall use. Ad mats featuring Mow-Master rotary mowers and also Grind-A-Leaf pulverator attachment for Mow-Master rotary mowers, are available in one-, two-, and three-column sizes. For more information—

Circle No. P24 on coupon, pg. 60

Hanson Scale Co., 1777 Shermer Rd., Northbrook, Ill., offers its dealers two scale promoter display stands. Display #D-103 is a wooden stand free to any dealer who has Hanson scales, will hold seven sets, and is 18" wide by 14" deep. A bath scale sampler of six scales, No. 3580, includes without charge a merchandiser which can be used on the counter, floor or in windows. It is finished with soft rose background and jade green trim. For more information—

Circle No. P25 on coupon, pg. 60

The Ruberoid Co., 500 Fifth Ave., New York 36, New York, manufacturers of building products, offers a wide selection of envelope stuffers, window display material, counter displays, and special store displays in numerous sizes, colors, and materials. These include a 6-tier wire rack display for asbestos siding, rigid model boards, etc.; a two-piece metal entrance doorway sign; metal, flat wall sign; metal truck sign; a Day-Glo banner; and a color selector chart. Also included are a number of colorful counter displays. For more information—

Circle No. P26 on coupon, pg. 60

The Yale & Towne Manufacturing Co., Stamford, Conn., provides carded hardware as a dealer help in boosting

sales. The company also advocates the use of mounted samples on display boards as a permanent merchandising idea. Package merchandisers are offered by the company for location in such strategic positions as next to the cash register, on the counter, in the window, or near tie-in merchandise. All merchandisers are in bright colors and polyethylene bags are used to package many of the products. For more information—

Circle No. P27 on coupon, pg. 60

Langley Corp., 310 Euclid Ave., San Diego 14, Calif., offers its dealers seven newspaper ad mats of Langley spinning reels and Fisherman's De-Liars. Mat proofs are reproduced in a 4-page folder and are available at no charge in 1- and 2-column widths, ranging from five to 10 inches deep. For more information—

Circle No. P28 on coupon, pg. 60

Nixdorff-Krein Manufacturing Co., 916 Howard St., St. Louis 6, Mo., has available the Merchandise Display Rack which holds eight of the company's fastest selling types and sizes of chain with a built-in chain cutter. The reels have square holes to prevent chain from running out on the floor. The display has a spare rack for extra stock and has a tubular steel frame with no sharp edges. For more information—

Circle No. P29 on coupon, pg. 60

American Biltrite Rubber Co., 22 Willow St., Chelsea 50, Mass., provides dealers with a group of advertising mats for Biltrite Garden Hose and Sprinklers. A metal hose shopping center rack is offered at a nominal cost. Also available is a special three-piece display, specially eased to stand alone or mount on a three-section pole which is also supplied, to serve on counters, in windows or mass display within the store. For more information—

Circle No. P30 on coupon, pg. 60

True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio, offers free to dealers its fourth annual Tool-Up Time Sales Kit. The kit features a large window display, adjustable in size, and designed for use by itself or with other display pieces in the kit. Picket fence cut out sections support both long- and short-handled tools. Newspaper mats are among other items included in the kit. For more information—

Circle No. P31 on coupon, pg. 60

Rain Jet Corp., 6253 Hollywood Blvd., Hollywood 28, Calif., furnishes a wire display rack, 10½" x 14", with an initial, balanced assortment of Rain Jet Sprinklers. Each sprinkler and head is packaged individually in color-coded cartons; \$63.90 list price, 33 1/3 percent off to dealer. An initial

order includes a set of price lists and specification sheets; a supply of envelope stuffers is included with each shipment. For more information—

Circle No. P32 on coupon, pg. 60

Style-Crafters, Inc., Greenville, S. C., offers a number of promotional materials free to dealers for the Aqua-Float line. Among these are full-color catalogs and bill stuffers, metal "Play-Safe" signs, window streamers, water-safety posters, water ski and safe boating instruction booklets, mailing folder on U. S. C. G. small boat regulations, counter display cartons for Aqua-Float fenders and floats, glossy photos, newspaper mats, radio and TV sports, and packaging. For more information—

Circle No. P33 on coupon, pg. 60

Moe Light Division of Thomas Industries, Inc., Louisville, Ky., has available for dealers a number of ceiling, wall and counter merchandising display deals, including a recessed box display unit. The lighting fixtures are displayed on peg board. On these deals oil fixtures are individually packaged and are shipped directly to the dealer, master packed and equipped with mounting and wiring kits, plus complete display unit and merchandising sales helps; rail freight prepaid at Hopkinsville, Ky.,

Are you making full use of our Reader Service?

The editorial and business staff of SOUTHERN HARDWARE is eager to serve you. One way in which we can help you is to make it easy for you to draw upon the wealth of technical and promotional material available from manufacturers.

In the accompanying pages are the descriptions of scores of useful catalogs, helpful literature and sales aids.

Check over the list of publications and informative bulletins available, note the numbers of the ones you need on the Handy Return Card coupon along with your name, title, company, and address plainly written. We will tell each manufacturer to send directly to you the information you want.

Address your requests to:
Reader Service

SOUTHERN HARDWARE

806 Peachtree St., N. E.
Atlanta 8, Georgia

on all fixtures and display units. Additional aids include free advertising mats, product shots of fixtures, a variety of full color catalogs, brochures, envelope stuffers, and promotional flyers. For more information—

Circle No. P34 on coupon, pg. 60

Adjustable Clamp Co., 437 N. Ashland Ave., Chicago 22, Ill., offers free electros and mats to interested dealers for its "Jorgensen" and "Pony" clamps ("C" Clamps, Clamp Fixtures, Bar Clamps, Handscrews, Press Screws, etc.) Also a wide variety of pages and stuffers for counter use, for "homecrafters," school shop teachers, welders, woodworkers, etc., are available. For more information—

Circle No. P35 on coupon, pg. 60

Carolina Washboard Co., Raleigh, N. C., offers a colorful display carton which contains the following assortment of Carolina Fishing Floats: 4 doz. No. 000, \$.90 per doz.; 4 doz. No. 00, \$.90 per doz.; 2 doz. No. 0, \$1.20 per doz.; 2 doz. No. 1, \$1.20 per doz.; 2 doz. No. 2, \$1.20 per doz.; 1 doz. No. 3, \$1.50 per doz. — list price is \$16.00. For more information—

Circle No. P36 on coupon, pg. 60

Scott-Atwater Manufacturing Co., 2901 East Hennepin Ave., Minneapolis 13, Minn., in its "Advertising and Promotion Dealer Handbook," covers

all of the sales promotion material available to Scott-Atwater dealers in 1957. This material includes foreformats and ad builders; giant window streamers which feature the new deluxe 40 HP Royal Scott motor; handout stuffers; line folders; four color post cards; dealer decals; imprinted match books; service uniforms; satin banners; dealer stationery; picture murals; miniature Scott-Atwater plastic motors; Scott-Atwater mobiles; giant corrugated banners; a new full color billboard; a one minute radio recording and a one minute TV film spot announcement. A giant color announcement display, a 5½' illuminated display with animated letters featuring a three dimensional 40 HP motor, is one of the many signs and displays available. For more information—

Circle No. P37 on coupon, pg. 60

Stanley Hardware, Division of the Stanley Works, 763 Lake St., New Britain, Conn., announces new and improved merchandising features for its household hardware, including packaging, layout guides, and attractive displays. Available to dealers is the N2 pegboard display stand which allows vertical or horizontal item arrangement. Stanley products are now visually packed, firmly mounted on yellow and black space-saving cards, on the back of which carry all cus-

tomers information: item name and number, suggested usage, proper application, finish, and materials. For more information—

Circle No. P38 on coupon, pg. 60

Heineke & Co., Springfield, Ill., offers to Excello power mower dealers a special demonstrator model plan for obtaining, at great saving, a Model 178-R with every six mowers purchased. Included with the demonstrator, at no extra cost, is a point-of-sale merchandising kit, including folders, window streamers and banners, wall posters, feature string tags, radio and TV spot announcements, and newspaper ad mats. For more information—

Circle No. P39 on coupon, pg. 60

Geyer Manufacturing Co., Rock Falls, Ill., offers dealers a selection of ad mats covering the most popular items in the Geyer Farm and Garden Tool line. An illustrated brochure for easy ordering is available on request. For more information—

Circle No. P40 on coupon, pg. 60

Tennessee Coal & Iron Division, United States Steel Corp., Fairfield, Ala., offers dealers promotional items—folders, leaflets and a new edition of *Farmers and Ranchers Handbook*—to tie-in with its 1957 advertising campaign in farm magazines.

Sarlo Power Mower

For a QUICK job on a smooth lawn or tough weeds you can't beat a SARLO Power Mower. They are precision built for safety and are so easy to push that even children can handle one.

SARLO Power Mower has a 21 inch cut with a special double-edge blade and is powered by a 2 h.p. to 3.6 h.p. Clinton engine. All moving parts have ball bearings.

Write or Wire for Complete details. SARLO sales program with special aids and merchandising all add up to profits for you. Contact Arnold Sarlo, Sales Manager.

Jobbers-Retailers in the South: For a real profit and volume mower choose SARLO.

Manufactured by

FORT MYERS IRON WORKS

2315 Anderson Ave.

FORT MYERS, FLORIDA

EDison 5-8341





FLORIDA Vacation

For All Your FAMILY!

Vacation as "MRS. HOMEMAKER" does

Your choice of one, two or three bedroom Villas. All on the ground floor, completely furnished for vacation living. This, with complete recreation facilities, makes Ellinor Village Florida's best vacation buy. Write today for 28 page color brochure.

Villas For Family of Four
\$59⁵⁰
 WK

- 650 VILLAS BY-THE-SEA
- COUNTRY CLUB
- GOLF - TENNIS
- FRESH WATER POOL
- SHOPPING CENTER
- NURSERY-PLAYGROUND
- AT THE WORLD'S MOST FAMOUS BEACH



ELLINOR VILLAGE

DAYTONA BEACH Florida



**means repeat sales
for you . . . naturally.**

A repeat sale is in the making when a satisfied customer walks out of your store . . . and Hill Hickory handles satisfy every customer, whether he's a handy man, sportsman, or working craftsman. Here's why.

The **greater natural toughness** of Hill Hickory handles means (1) greater natural ability to spring back to original shape after sudden stress, and (2) greater natural ability to soak up the shock of impact.

These two Hill Hickory features are important to every customer because they mean (1) longer life for the handle, and (2) greater comfort for the user.

Tell your customers this simple story. It'll help you sell Hill Hickory handles.

AND REMEMBER: if it's Hill Hickory . . . handle it!

Write today for all the facts and the name of your nearest jobber.

Hill Hickory
TOOL HANDLES

Manufactured by
HOLTHOUSE & HARTUP, INC.
WAYNESBORO, TENNESSEE

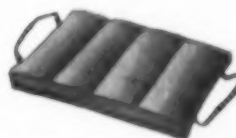
Tapalco
MARINE SAFETY PRODUCTS
and SLEEPING BAGS



A good sign to follow



130 STAT-A-FLOAT



345 FISHERMAN'S PRIDE CUSHION
(Coast Guard Approved)



315
WATER SKIPPER



331 KNOT CUSHION
(Coast Guard Approved)



412 PLASTICOL RING BUOY



340 MOTOR BOAT SEAT CUSHION
(Coast Guard Approved)



811 PLASTICOL BOAT FENDERS



793 DELUXE YACHT CAP



460 THE SUBURBAN



316 MOTOR BOAT JACKET
(Coast Guard Approved)

**"You can't buy better...
to save your life"**

Write
for free literature

THE AMERICAN PAD & TEXTILE CO.
GREENFIELD, OHIO

Trenton, N. J.

Fairfield, Calif.

New Orleans, La.

In Canada: Tapalco, Ltd. Magog, Quebec

Also available to dealers is a library of films designed for showing to farmer, civic, social, and educational groups. Films may be borrowed without charge, with a film catalog supplied on request. For more information—

Circle No. P41 on coupon, pg. 60

Fuller Tool Co., Inc., 3522 Webster Ave., New York 67, N. Y., offers a complete self-service "screwdriver department" in the form of hang-up rack at no cost to dealers. Fuller screwdrivers, individually carded and priced, may be conveniently hung from the rack for customer convenience. For more information—

Circle No. P42 on coupon, pg. 60

Daisy Manufacturing Co., Dept. 3837, Plymouth, Mich., has created a free dealer promotion package consisting of: a pyramid gun display (cowboy hat size) die-cut to hold any Daisy and card; a display card for the pyramid illustrating 98, 25, 94, 1094 air rifles; and a newspaper advertising mat illustrating all models. For more information—

Circle No. P43 on coupon, pg. 60

Swan Rubber Co., Bucyrus, Ohio, offers to dealers a wide variety of free retail sales-aid items on its garden hoses, including book matches, envelope stuffers, "small item" envelopes, and pocket protectors. The

company, in addition, has designed the Swan "Merchandiser" metal display stand which, with casters, may be moved about the store or outside to attract sidewalk traffic. For more information—

Circle No. P44 on coupon, pg. 60

Peterson Mfg. Co., Dept. SH-3, DeWitt, Neb., offers free promotional material for its new vise-grip (with easy release), consisting of a "space-saver" counter display and window banner. An introductory offer is available for one free No. 10R vise-grip (a \$2.45 value) with purchase of an eight-tool counter sales kit. Dealer cost for the kit is \$13.00, with retail price, \$19.50. For more information—

Circle No. P45 on coupon, pg. 60

Gale Products, Dept. 517A, Galesburg, Ill., makes available to Bucaneer dealers a full merchandising kit, including dealer display and consumer brochures, on its eight new 1957-model outboard motors. For more information—

Circle No. P46 on coupon, pg. 60

S. G. Taylor Chain Co., Inc., Hammond, Ind., and Pittsburgh, Pa., offers dealers a new chain display stand with long-leverage chain cutter. When holding its maximum seven reels, it serves as a chain department in itself, occupying less than two

square feet of floor space. For more information—

Circle No. P47 on coupon, pg. 60

Lebanon Chemical Corp., Lebanon, Pa., offers a number of free merchandising aids for its line of fertilizers, weed killers, insecticides and fungicides. A metal store sign "Authorized Dealer" is 15" x 12", silk screened in black and Day-Glo red or white baked enamel finish. Leaflets and stuffers are in two and three colors and offer wide variety. A 1-minute or 20-second radio announcement on any product plus newspaper mats and window streamers are also offered. A Dealer Aid Folder 17" x 22", folding to approximately 8½" x 5½", two colors, two sides, describes all merchandising aids for the dealer's convenience and is available without cost. Lebanon also will pay 50 percent of newspaper and radio advertising expenses upon presentation of invoice and proof of insertion and use. For more information—

Circle No. P48 on coupon, pg. 60

Lamson & Sessions Co., 1971 W. 85th St., Cleveland 2, Ohio, makes available to dealers a colorful flexible bolt display, the stand of which is 54" high, 24" wide, and 24" deep. Display trays are 14" deep, 23" wide, and 9" high, and provide an eye-catching setting for the company's

A NEW DEPARTMENT

...and more sales!

QUICKLY • SIMPLY • MINIMUM SPACE

• You can gain an entire new department with just one order. The Garcia Corporation produces a complete line of profitable, dependable, quality fishing tackle—tackle with a proven sales record... tackle that can work for you!

Garcia, through your jobber, can help you set up a profit-making fishing tackle department quickly and with a minimum of effort by you. What's more, you're always backed-up by Garcia's famous unconditional guarantee, liberal fast service policy, continuous high-impact advertising campaigns and effective merchandising aids.

Don't overlook this wonderful opportunity to increase your sales and draw new customers into your store. Write today for complete details—you'll see why it pays to set up a money-making Garcia tackle department.

the Garcia corporation
268 FOURTH AVENUE
NEW YORK 10, NEW YORK

REELS • RODS • LINES • LURES • ACCESSORIES • BALANCED KITS

UP Sales and Profits in Tinware with nationally advertised MOULI LINE

**THE MOST PROMOTED
PRODUCT IN THE
COUNTRY!**



**KING SIZE
SALAD MAKER**

SLICES • CHOPS • SHREDS • GRATES

Non-slip rubber tipped fold-away
legs... won't scratch... save space.

Individually packaged in
multi-color display carton

RETAILS \$4.98

MOULI
MANUFACTURING CORPORATION
91 BROADWAY JERSEY CITY 6, N. J.

Food Masher
14 sizes
\$1.49 up

Pepper Mill
\$1.00

Nut Cracker
\$1.00

Julienne
\$2.98

Mincer
\$1.00

"Brite Plated" bolts, nuts, and screws.
For more information—

Circle No. P49 on coupon, pg. 60

Power Products Corp., Grafton, Wis., will supply dealers of its power mower engine with cartoons and other sales aids on request. For more information—

Circle No. P50 on coupon, pg. 60

Linen Thread Co., Inc., 418 Grand St., Paterson 1, N. J., offers dealers sample cards which will serve as sales aids for the company's seine twine. Attractively designed, the sample cards may be hung within customer view to dramatize the product. For more information—

Circle No. P51 on coupon, pg. 60

Moore Push-Pin Co., 113-25 Berkeley St., Philadelphia 44, Pa., offers an attractive counter display stand, the Moore 720B, which holds 72 "serve-yourself" window packets of Moore picture hangers. All metal, the revolving display is 10¾" high, with a 9" diameter base. For more information—

Circle No. P52 on coupon, pg. 60

Supreme Products Corp., 2222 S. Calumet Ave., Chicago 16, Ill., has designed a colorful display, free to dealers, for its power drill auxiliary, the Versamatic. Included with the display are point-of-sale consumer leaflets. For more information—

Circle No. P53 on coupon, pg. 60

Atlas Asbestos Co., North Wales, Pa., wick manufacturers, furnish through wholesalers, metal merchandisers and cardboard counter displays with the purchase of merchandise. Two displays are the metal merchandisers for Glaswik and Flamemaster which not only keep 100-foot rolls of these wick brands clean, fresh, and easy to cut, but remind customers to order wick. With the 5½' rolls of Glaswik, Flamemaster and Beswik, a counter display is furnished with every dozen individual boxes of a size — the individual boxes being packed one dozen to a counter display. For more information—

Circle No. P54 on coupon, pg. 60

Montague-Ocean City Manufacturing Co., "A" and Somerset Street, Philadelphia 34, Pa., is publishing a monthly newsletter for fishing tackle dealers. The publication is designed to give tackle dealers information so they can make more profit. For more information—

Circle No. P55 on coupon, pg. 60

Aladdin Laboratories, Inc., 620 So. 8th St., Minneapolis, Minn., encloses a dealer merchandising kit in each box of six JON-E' Hand Warmers. Included is a cardboard counter display, a four-color folder stuffer, a window streamer and a dealer's return order post card for additional material. Four-color, self-adhering,



The right seine twine for your needs can be found in the complete line of twines made by The Linen Thread Co., Inc.

There's **GOLD MEDAL COTTON SEINE TWINE**, long a favorite, still the old reliable, bought by the majority of fishermen.

GOLD MEDAL NYLON FILAMENT SEINE TWINE, long-lasting and rot-resistant, is winning new friends every day.

NYAK SEINE TWINE, a blend of synthetic fibers, is a truly dependable twine for many purposes. It's economical too!

Take your pick. You can be sure you are getting the best.

Gold Medal
QUALITY SEINE TWINES
THE LINEN THREAD CO., INC. • 418 Grand Street, Paterson 1, N. J.



60 East 42nd St., New York 17, N. Y. • 140 Federal St., Boston 10, Mass.
Lombard & Calvert Sts., Balt. 3, Md. • 105 Maplewood Ave., Gloucester, Mass.
158 W. Hubbard St., Chi. 10, Ill. • 116 New Montgomery St., San Fran. 4, Cal.

clear acetate, 10" x 24" window posters for glass doors, display windows and display cases are now available from the company, direct. For more information—

Circle No. P56 on coupon, pg. 60

Camillus Cutlery Co., Camillus, N. Y., offers the following sales aids in connection with promotions of the Camillus and Camco pocket knife lines: In the Camillus line are two display cases, the #5600 for the display of 12 and the #56-24 for the display of 24 pocket knives. Glass front panel with lined oak frame protects and displays knives in open position. Panels on both displays fit into locked wood storage cabinet base or can be used for wall or window display. Both #5600 and #56-24 are available without extra charge through Camillus wholesalers. Also available free of charge are window streamers in three colors, pennants in three colors, free newspaper mats, catalog sheets, and special promotion tips. For more information—

Circle No. P57 on coupon, pg. 60

Shopmaster, Inc., 1214 So. Third St., Minneapolis 15, Minn., offers its dealers the DK-58 Merchandiser which the company describes as a complete power tool department set up in a 3' x 5' floor area. Six of the fastest moving tools and 17 basic accessories for each tool are included.

All tools are properly merchandised and displayed on a floor model steel stand with a peg board back for the display of accessories. The unit is finished in chartreuse and red and has an SM insignia fastened to the top of the display. Although designed primarily for power tools, its standard step up design allows merchandising of other items during off season months. For more information—

Circle No. P58 on coupon, pg. 60

Wooster Rubber Co., Wooster, Ohio, offers dealers a free dispensing unit for its new shelf and storage area rubber coverings, Rubbermaid Shelf-Kushion, which comes in 45' rolls. Merchandising aids for dealers stocking the new product include window and wall banners, and consumer folders which feature additional home uses for the rubber shelving. For more information—

Circle No. P59 on coupon, pg. 60

Henry L. Hanson Co., Worcester, Mass., has available a Self-Seller Drill Display which requires 14 inches of space. A clear cover highlights the high speed drills which are held in supporting holes and serve as a drill gauge. The size and price are marked and quantities are varied according to demand. The cabinet has a storage rack for extra stock. An information chart is also available.

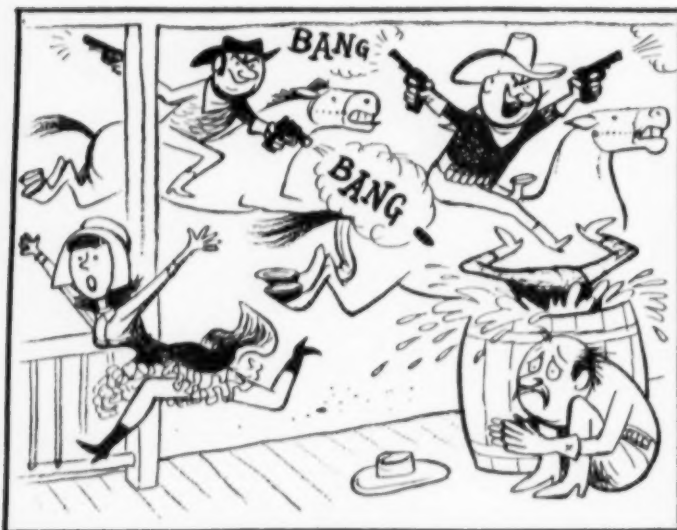
The Hanson Self-Seller Display Cabinet for taps and dies contains initial assortment of taps, dies, screw extractors, die stocks and tap wrenches, including all popular sizes, and is graduated according to normal customer demands. The cabinet requires counter space 18 inches x 13 inches and has space in the back for extra stock. For more information—

Circle No. B60 on coupon, pg. 60

Plymouth Cordage Co., Plymouth, Mass., offers dealers a wide range of promotional literature, colorful point-of-sale displays, and several rope dispensers. Literature includes pamphlets on use of rope on farms, on boats and in industry. Dispensers include the SalesRak which sells rope off the spool in any length up to 300'. The SalesMaker, available in counter or floor models, holds seven sizes of rope, which can be cut on dispenser to desired length. A cardboard display occupying less than two feet of floor space is available for merchandising and assortment of ropes and twines. All sales aids are available through Plymouth wholesalers. For more information—

Circle No. P61 on coupon, pg. 60

Swisher Mower and Machine Co., Warrensburg, Mo., offers to dealers catalog sheets describing its entire line of self-propelled and hand-



**Ask your
jobber for these
Bethlehem Steel
products.....**



NAILS AND STAPLES



STEEL FENCE POSTS



BARBED WIRE



BALE TIES

propelled rotary mowers. Also envelope stuffers, newspaper mats, radio scripts, giant window or wall banner, and other point-of-sale materials are available. For more information—

Circle No. P62 on coupon, pg. 60

Wickwire Brothers, Inc., Cortland, N. Y., offers for dealer use a merchandising kit containing colorful posters and folders promoting the company's line of wire products. Extra posters for windows and folders for counter give-aways and envelope stuffers are available in addition to ad mats of company products. For more information—

Circle No. P63 on coupon, pg. 60

Molly Corp., Reading, Pa., has available for dealers: metal merchandiser #612 containing 600 Molly screw anchors and 12 utility plugs; cardboard counter display #200 containing 200 screw anchors; 2-color leaflet on screen anchors; 2-color, leaflet on Hi-Speed Installer; 2-color leaflet on utility plugs; 3-color, 21" x 9" window streamer featuring Molly screw anchors; and newspaper mats. For more information—

Circle No. P64 on coupon, pg. 60

Jackson Manufacturing Co., Harrisburg, Pa., has available the following sales aids: 3-fold color circu-

lar on home and garden equipment line; 8½" x 11" page printed in two colors, both sides, describing wheelbarrows, lawn rollers, garden carts, and lawn spreaders; 22" x 11" window streamer on Lawn Sprayer; 22" x 11" window streamer on 2-in-1 Spreader-Cart; 2-column newspaper mats featuring Lawn Sprayer and/or 2-in-1 Spreader-Cart; single-column newspaper mats illustrating any one of the garden equipment line. For more information—

Circle No. P65 on coupon, pg. 60

Red Jacket Manufacturing Co., 1051 S. Rolff St., Davenport, Iowa, offers to dealers a number of catalogs and display packages covering its line of pumps. It also offers dealers a 3-color metal identification sign free with an order of three power pumps at one time. Other sales helps available include 12" x 17" trademark decals, small size decals, and news mats on all of the company's products. For more information—

Circle No. P66 on coupon, pg. 60

For information on

CATALOGS & BULLETINS

See page 40

Parker Appoints Burguet Sales Vice-President

JACQUES J. BURGNET, advertising and sales manager of Parker Manufacturing Co. since 1952, is now vice-president in charge of sales.



Jacques J. Burguet

Burguet joined the Parker company in 1945 and served in its research and development department.



Cartoon ads like this, appearing regularly in regional farm papers, are catching the attention of your prospects.



CLOTHES
LINE



AUTOMATIC
BALING WIRE



BOLTS

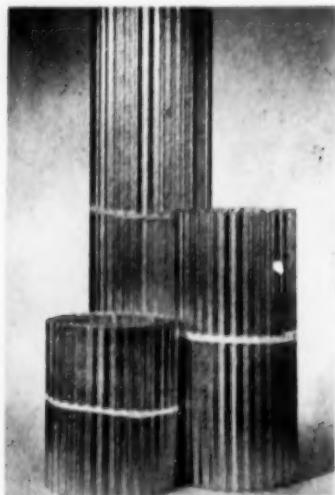


NEW PRODUCTS

*For more information on these new products
use the return free post card on page 60*

Roll-On Roofing

A new corrugated aluminum building material, Roll-On Roofing & Siding, is now available from Kaiser Aluminum & Chemical Sales, Inc., 919 North Michigan Ave., Chicago 11, Ill.



Made of embossed corrugated aluminum in a standard .019-inch thickness, Roll-On Roofing comes in rolls containing 50 lineal feet. It is applied to the roof or sidewall simply by rolling it out, lining it up, and nailing, the manufacturer states. Side laps are virtually eliminated. The roofing is available in three widths: 18, 30, and 54 inches. Regular metal shears are used to cut across corrugations. For more information—

Circle No. 560 on coupon, pg. 60

Ball Peen Hammers

A complete new line of Rocket ball peen hammers is announced by True Temper Corp., 1623 Euclid Ave.,



Cleveland 15, Ohio.

The streamlined head is finished in rust resisting black with polished peen and face, and is said to be precisely balanced.

The chrome plated tubular steel shaft is of a special boron alloy for extra strength and safety. The head is permanently locked to the handle.

A neoprene-fiber grip absorbs shock, resists grease and oil, and will not slip when wet or in gloved hand.

The hammers are available in 8 oz., 12 oz., 1 lb., 1½ lb., and 2 lb. sizes. For more information—

Circle No. 561 on coupon, pg. 60

Furniture Polish

The Butcher Polish Co., 183 Commercial St., Malden 48, Mass., introduces Butcher's Beau, a new furniture polish with a colorful counter display unit.

The polish depends for its sparkle



on superfine particles of imported wax and silicones in a special base that leaves an odor free finish. For more information—

Circle No. 562 on coupon, pg. 60

Portable Burner

The Blue-Burn-R Products Co., Monroe, Wis., announces the new Porta-Flame burner. It operates on its own self-contained fuel supply, and is designed for hunting, fishing, camping, beach parties, picnics, and many other uses.



Fuel supply consists of a can of LP (butane) gas which will provide heat for five to 12 hours, depending on valve regulations. The burner part is housed in a wire protective stand that will support cooking utensils and give service equal to that of a small burner on a gas range. The burner is complete with a replaceable tank of LP gas that provides an immediate hot blue flame. Porta-Flame will pack or store away easily when not in use.

Suggested retail price is \$5.95. For more information—

Circle No. 563 on coupon, pg. 60

*You Bet
There's a
Difference
in Hooks*

In spite of care, a hook can get overloaded at times.

It's when the extra strain of emergency comes, that the quality in Diamond Hooks shows up.

Insist on Diamond Hooks from your supplier — they are the best.

DIAMOND



**CLEVIS ROUND
HOOKS**



**CLEVIS GRAB
HOOKS**



**PLAIN ROUND
HOOKS**



COLD SHUTS



**PLAIN GRAB
HOOKS**

DIAMOND CALK
Horseshoe Co.

DULUTH, MINN.

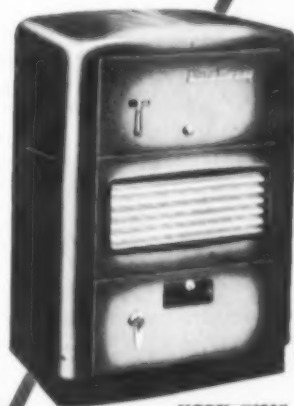
Est. 1908

TORONTO, ONT.

**2,000,000 CUSTOMERS
ARE SOLD ON**

***Warm Morning*
COAL HEATERS!**

**CASH IN ON
THIS
PREFERENCE!**



MODEL "418"
New, All Porcelain
Radiant Heater
At a Bargain Price

MODEL "400"
Largest Selling
Deluxe Circulator
in America



Only
WARM MORNING
has



**Sell the COAL HEATER that has
Customer Approved Features**

Each one of the 10 models in the WARM MORNING line has sales features that your customers want in a coal heater. There's a heater for every need—large and small—a heater for every budget—large or small. Write today for full information on how you can profit from this time-tested line.

Warm Morning

A QUALITY LINE OF GAS & COAL HEATERS & GAS INCINERATORS

LOCKE STOVE COMPANY • 114-5 West 11th Street, Kansas City 5, Missouri

MIXES IN COLD WATER!

CONSUMERS PATCHING PLASTER

• • • for cracks, holes
and general repair

Famous for
QUICK SALES
because it...



1. Needs no sizing.
2. Mixes white in cold water.
3. Knits quickly to old plaster.
4. Will not check or shrink.
5. Does not peel or crack.

• Available in 1, 2½ and 5 lb. cartons;
2, 5, 10, 15 and 50 lb. paper bags; 100
and 300 lb. drums.

ORDER FROM YOUR WHOLESALER

OR DIRECT FROM US

CONSUMERS GLUE CO.
1515 N. HADLEY ST. ST. LOUIS 8, MO.

STOP TOILET TANK SWEAT WITH a DripBAN® unit



NO MORE MESS AND MOPPING IN HOT HUMID WEATHER

DripBAN, the new, inexpensive immersion-type heating unit PREVENTS condensation AUTOMATICALLY by maintaining required water temperature in the tank. STOPS messy dripping, mildew, and discoloring and cutting of floors. EXHAUSTIBLE sponges and mops, chemical covers and costly insulation.

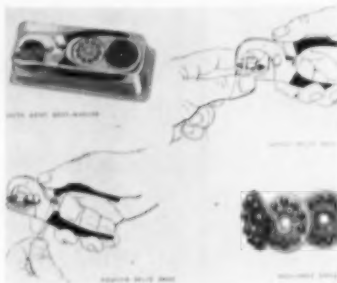
Designed by electrical engineers, DripBAN is controlled by U-I approved thermostat. No adjustments needed. SAFE - SANITARY - EASY TO INSTALL OR REMOVE. Fits any tank. Plugs into any 110-120 Volt AC outlet or extension cord.

DripBAN (Patented) is sold on a money-back guarantee. ORDER YOURS TODAY! Send check or money order for pre-paid shipment. Or, if you prefer C.O.D., send only \$1.00 with order and pay postman balance plus postage.

DEALERS, NOW IS THE TIME TO MAKE PROFITS WITH DripBAN. WRITE—FOR FREE LITERATURE, DEALER PRICES AND SEND NAME OF JOBBER. G. E. M. PRODUCTS, INC., D.P.T. 5H, 2031 DIME BUILDING, DETROIT 26, MICH.

Split Shot Applicator

The Shot-Master, an applicator with a pre-loaded cartridge of precisely positioned shot designed to permit one-handed attachment of split lead shot to a fishing line, is announced by South Bend Tackle Co., Inc., South Bend 23, Ind.



Working on a semi-automatic Gatling gun principle, a Redi-Shot disc locks securely into the device and rotates so each shot can be "dialed" into position for immediate use.

The Shot-Master is said to remove shot from the line just as quickly and easily without any damage to the line. A chromed-steel blade and V-notch in the base of the handles splits the closed shot from the line, leaving the line intact.

The Shot-Master is furnished with three interchangeable, color-coded Redi-Shot cartridges, each containing a supply of pre-split shot. Each shot is visible and held in position for instant use by a film of clear plastic.

The applicator is precision made of rustproof, high-strength alloys; handles are coated with a vinyl plastic. Selling price, complete in gift package with three Redi-Shot cartridges containing BB, 3/0 and seven, is \$3.95; additional color-coded Redi-Shot cartridges are 15 cents each. For more information—

Circle No. 564 on coupon, pg. 60

Power Mower Blades

Falls Products, Inc., Genoa, Ill., is introducing a "Quick-Change Speed-Blade Service Center" which consists of two separate kits for power mower blade replacement. The Service Center not only meets the requirements of blade replacement for the two lines manufactured by Falls, under Falls and Roto-Clipper labels, but may be used on 90 percent of all other brands on the market, the company states.

One of the kits is the Service Kit which contains three new sets of blades for three complete blade changes plus all necessary fittings and two box wrenches and instruction sheet. Blades in the kit are designed to fit all cutting sizes of all models in the lines of mowers manufactured by Falls. List price is \$3.95, or only \$1.53 for a complete blade change.

The other is a complete "Speed-Blade" Conversion Kit which is designed to standardize replacements on other mower lines. It contains a cutter bar, three new sets of blades for three complete blade changes, adapter hub, and all necessary fittings plus two box wrenches. The Conversion Kits come in four sizes for 18" to 22" cuts, and retail from \$8.95 to \$9.45.

Illustrated folders are available. For more information—

Circle No. 565 on coupon, pg. 60

Velocipedes

Zephyrs with twin-Z frames are the standouts in the 1957 line of velocipedes introduced by Murray Ohio Manufacturing Co., Cleveland 10, Ohio. The tubular twin-Z frame gives a racy appearance that adds to play value; makes the unit sturdy and durable; and places the rider higher and further over the pedals for easier pedaling.

Murray Zephyrs come in two models — the Super, shown, and the Deluxe. The former is gold with white trim, red saddle with crash rail, red grips, and red pedals. The Deluxe is red with white trim; the saddle is white, grips and pedals are red. The Super has chrome springs and crash rails on the saddle and chrome-plated handlebars and truss rods. It also has full ball-bearing, Multi-Spoke wheels.



New features of the Zephyr include an extra-wide platform and, on the Super, a spring-type luggage carrier. Jet-styled caps are on both ends of the frame tubing. The Zephyrs have fender skirts; sizes are 10, 12, and 16 inches.

A return to the line is Murray's 16-inch three-wheel chain drive unit. The chain drive is made of heavy-gauge steel and has the Murray hydrogen-brazed frame. It is sapphire blue with red and white trim and chrome handlebar. Wheels are full ball bearing, machine spoke . . . 16 inches front and 14 inches on the back.

The Murray line covers a wide range of sizes and prices. For more information—

Circle No. 566 on coupon, pg. 60

More profit on
HOUSEWARES
with these
high-quality
fast-selling
BRUSHES



Put this good-looking display of *quality* household brushes in a good traffic spot and watch your brush sales climb. Profits, too — not just 33⅓%, but a full 37½% — for you.



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Department SH7-57

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☐ Enclosed find \$2.00

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**New Cradled
Decorator Casseroles
and Beverage Servers
by PYREX**

*give you seven new profit-opportunities
for the fall and holiday buying season!*

Here's the latest word in smart, glamorous new gifts by PYREX — designed to get you a lot more business this Christmas season. They are products your customers will be proud to give and to receive. So stock and display this new PYREX ware prominently for more profits!



New PYREX Deluxe Carafe with electric warming tray. Holds 12 cups. **\$9.95.**



New PYREX Cradled Decorator Casserole. Turquoise with white pattern. 2½ qts., **\$3.95.**



PYREX Instant Coffee and Tea Maker, with or without warmer. Prices from **\$3.95 to \$6.95.**



New PYREX Cradled Space-Saver Casserole. Yellow with black pattern. 2 qts., **\$4.95.**



New PYREX Cradled Decorator Casserole. White with black pattern. Holds 1½ quarts. **\$3.95.**



New PYREX Carafe on brass-plated base, with or without candle warmer. **\$3.95 to \$4.95.**



New PYREX Cradled Casserole. White. Has brass-plated cradle. 1½ qts., **\$2.95.**

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DIVISION, CORNING, N. Y.**

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"PYREX" is a registered trademark in the U. S. of Corning Glass Works, Corning, N. Y.

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POINTS**

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DRIVING
TOOL . . .**

New display box contains 2 dozen boxes of Red Devil zinc coated glaziers' points. It gives you extra sales! Each 10¢ box has FREE driving tool! A sure-fire sales builder. Get your RD #22 Display NOW.



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Red Devil Tools.
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For every work horse and mule.
"The pad with the rust-proof red hooks"

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For every tractor and farm implement seat.

See your jobber or write us.

THE AMERICAN PAD & TEXTILE CO.
Greenfield, Ohio

MAKERS OF FAMOUS TA-PAT-CO
HORSE COLLAR PADS SINCE 1881

22 Caliber Carbines

New rifle developments announced by O. F. Mossberg & Sons, Inc., New Haven, Conn., are two 22 caliber Carbines, a bolt-action repeater and an automatic loader.

The bolt-action repeater, Model 342, priced at \$31.95 retail, has a completely closed-in action. The bolt operation is contained within the receiver. Bolt and striker do not protrude through the back of the receiver as always heretofore has been standard with all bolt action guns, the manufacturer points out.



The #342, which has rear peep and military-type front sight and its companion model, #342K, which has open sights, will be Fair Traded. It will replace the present bolt-action carbine, Model 142 and 142K.

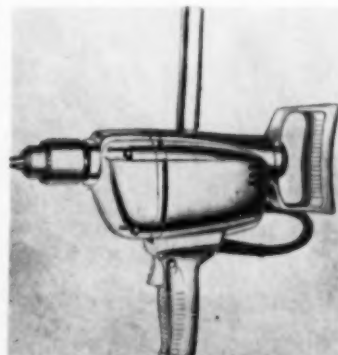
The automatic carbine, Model 352 and 352K, is described as being the first clip-type automatic that handles all three 22 cartridges, Short, Long and Long Rifle. Fair Trade retail price is \$37.95.

Both rifles, the bolt action and the auto loader, have hinged fore-end of black Tenite that serves, in the "down" position, as a hand grip or support in prone shooting. Both afford the choice of peep or open sights, have a sling strap on the left of the stock and have grooved receivers for the new scope mounts introduced by Mossberg. They are approximately 38 inches long over-all and each weighs five pounds. For more information—

Circle No. 567 on coupon, pg. 60

Heavy Duty Drill

Portable Electric Tools, Inc., 320 West 83rd St., Chicago 20, Ill., is featuring a new extra heavy duty 1/2"



drill with adjustable, or removable, 4-position rear handle.

The drill, with speed and torque requirements for continuous industrial use, is said to be much easier to use in tight spots with the new handle. The armature has two ball bearings and the spindle has ball and needle bearings. The motor pulls a full five amps. Gears are precision cut from stressproof alloy steel that is strain-relieved and heat-treated before machining.

In addition, the drill is equipped with gear-type chuck and key, 10 foot rubber covered three-wire cord with molded strain relief, plug and adapter.

Retail price is \$54.95. For more information—

Circle No. 568 on coupon, pg. 60

Outboard Motor

A 5-hp outboard motor, the Apache, Model J7, is introduced by the Clinton Machine Co., Clinton, Mich., priced at \$149.50 complete with 3-gallon gasoline tank and neoprene hose. The separate tank is designed for greater water safety.

The Apache is powered by the Clinton 2-cycle engine which operates at any one of seven different speeds through the use of special speed control dials. The engine is air-cooled. It is housed in an auto-type hood that



locks securely in place but needs no special tools to open for access to external engine parts. The motor swivels a full 360 degrees for safe forward-reverse operation.

Weighing only 33 pounds, the Apache, has built-in handles to facilitate carrying. Fumes and noise are exhausted under water; it is quieted by the Clin-tone muffler. The semi-weedless propeller fits on shaft recess by easily accessible safety control pin. Torsion suspension positively locks motor onto the boat.

Dealer aids offered include newspaper ads, radio spot announcements, classified ads, and brochures. For more information—

Circle No. 569 on coupon, pg. 60

"King-Size" Hammer

The Estwing Manufacturing Co., Rockford, Ill., is introducing a new sheathing and framing hammer called "King Size." It has an extra-long overall length of 15 $\frac{3}{4}$ inches and a



20 oz. head. Its king-size length gives extra power, extra reach, and extra leverage, the manufacturer states.

Claws are designed to give a firm and positive grip on the nail. A spe-

cial milled face is said to prevent glancing blows and to eliminate bent or flying nails. The head and handle are fused into one piece, and the hammer has a cushion grip. For more information—

Circle No. 570 on coupon, pg. 60

Pump Oiler

A pump oiler with versatile uses and sturdy design was introduced recently by Eagle Manufacturing Co., 2510 Charles St., Wellsburg, W. Va.

Called the #58 "Eaglet," the new oiler is described as one of the most inexpensive steel oilers on the market with full hydraulic pump mechanism which delivers oil in a full stream or one drop at a time, depending on pressure applied to the finger lever.

The #58 "Eaglet" is copper-coated steel and holds four ounces of oil. It has a seamless-drawn body with Eagle's double-seamed bottom. It comes equipped with a 3-inch rigid spout. The spout is seamless high-



grade steel tubing and comes equipped with a detachable brass cone-shaped grooved tip for oiling. The positive-acting hydraulic pump mechanism has no pump leathers or soldered connections to wear out.

Eagle's suggested retail price for a #58 "Eaglet" is 98 cents. For more information—

Circle No. 571 on coupon, pg. 60

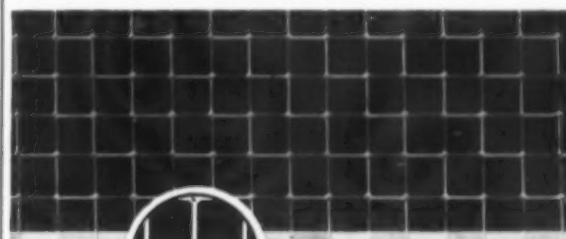
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Hydro-Flite
WATER SKIS

Willa McGuire
International Champion

SELL LIKE A CHAMPION

Few things perform in your water ski department like *Hydro-Flites*. They're known and liked by water skiers the world over, they're endorsed by champions, backed by national advertising, and come in models, sizes and prices that will meet the demand of every customer. Hedlunds *Hydro-Flites* are distributed nationally. See your jobber or drop us a note and we'll send complete information.

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NOKOMIS, ILLINOIS



ADDED STRENGTH RIGIDITY and UNIFORMITY

WRIGHTWELD HARDWARE CLOTH. Added strength, rigidity, uniformity. Flat wire selvage permanently welded to each filler wire. Hard drawn wire replacing customary annealed wire. Heavily galvanized after weaving. A major advance in the wire cloth industry. Sizes 2 x 2, 3 x 3, 4 x 4.

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MARSHALLTOWN TROWELS

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA

They'll be Asking You For The WIZARD BAR



**A Quality Product drop forged
from ALLOY STEEL.
So Simple and Practical!**

The **DOUBLE CLAW** reaches into
every nook and corner.

The **ROCKER HEAD** pulls largest
spikes without blocking.

ASK YOUR JOBBER.

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FORGE CO.**

WEBSTER CITY, IOWA

A product from "The LAND of OZ"
Half Century Forging Fine Tools

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Miss. River, Houston, Texas

CLASSIFIED

HARDWARE CO. — N.W., Ga. Retail
hdwe; paints; garden supp; plants; etc.
Work area 1,620 sq. ft. LOW rent! Well
est. NO comp. Brochure on request. Ref:
9029.

HARDWARE CO. — N.W., Ga. Retail
hdwe; paints; appliances; etc. Xlnt. shop.
ctr. loc. Work area 24 x 160'. Cost of
inv. alone equals the asking price! '56
Net: \$9,818. Brochure on request. Ref:
B9043.

HARDWARE STORE — E. C. Va. Retail
hdwe, bldg. supp., appliances, paint, etc.
Work area 3,200 sq. ft. '56 Sales:
\$38,165. Brochure on req. Ref: B9094.

HARDWARE — W. C., Calif. Incl. RE/
Bldg. Retail hdwe & 5 rm., 2 1/2 bath
mod. apt. Est. '47. Self oper. NO comp.
'56 Net: \$9,800. Brochure on request.
Ref: 24318.

BUSINESS MART of AMERICA
6425 Hillied Bl., Los Angeles, Calif.

SALESMAN WANTED

Old established manufacturers' representa-
tive wants salesman to work Tennessee,
Kentucky, Mississippi and Alabama. Good
opportunity for man willing to work. Re-
ply in own handwriting to Box 702,
SOUTHERN HARDWARE, 806 Peachtree
St., N. E., Atlanta 8, Ga.

"Targethead" Tools

A striking tool design that is said
to give up to three times more strik-
ing area is announced by Damascus
Steel Products Corp., Rockford, Ill.
Known as the Dasco "Targethead,"
the design features a heavier, wider
head with grooved concentric rings
that provide safety advantages.

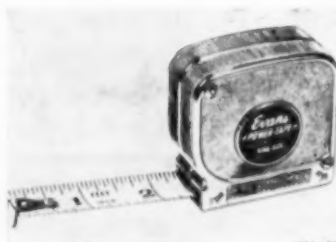


Dasco "Targethead" tools flare out
to form an enlarged striking head in-
stead of tapering to a striking sur-
face of a diameter narrower than that
of the tool shank. The larger head
diameter provides more striking area,
and the added weight in the larger
head improves the balance and hand-
ling of the tool and puts more heft
behind the cutting edge, the manu-
facturer states.

The "Targethead" design is being
incorporated in the company's com-
plete line of forged-edge hand tools.
The line includes complete range of
styles and sizes of cold chisels, stone
chisels, punches, star drills, and calk-
ing irons. For more information—
Circle No. 572 on coupon, pg. 60

King Size Power-Tape

Evans Rule Co., Elizabeth, N. J.,
is adding a King Size Power Tape
with 3/4" white blade to its line of



regular Power-Tape rules.

The King Size Power-Tape fea-
tures a rigid blade that stands up
straight for vertical measuring, plus

Each month thousands of men en-
gaged in the hardware industry
throughout the South and Southwest
meet through the pages of SOUTH-
ERN HARDWARE for discussion and
solution of mutual problems and pre-
sentation of new ideas and sugges-
tions.

For over thirty-five years SOUTH-
ERN HARDWARE has been a de-
pendable guide to the wholesale and
retail hardware trade. Up-to-date in-
formation on all phases of the hard-
ware business is found every month
in its pages.

The magazine has been built on
a program of service to readers that
covers:

WINDOW DISPLAY
COUNTER DISPLAY
STORE MODERNIZATION
CUSTOMER RELATIONS
SALES PROMOTION
ADVERTISING
INVENTORY CONTROL
EMPLOYEE RELATIONS
SERVICE DEPARTMENTS
CREDIT CONTROL
ACCOUNTING PROCEDURES
ASSOCIATION ACTIVITIES

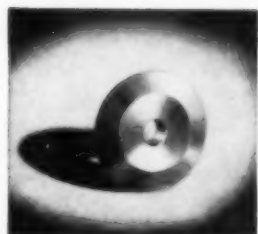
And very important, there is al-
ways local news about friendly peo-
ple and their activities in the South-
ern and Southwestern hardware trade
—a feature that no other magazine
has developed so fully.

Each of these subjects is given
special attention in its relation to
the special needs and problems of
Southern hardware men.

Why don't you join this monthly
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full years of informative, value-
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next three years.

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Exclusively FLETCHER

FLETCHER

The recently improved LUBRICONE IMPINGED WHEEL

FRICITION has always been a major factor in the service rendered by glass cutter wheels. External lubrication has been depended on to combat friction in an effort toward freer movement of the revolving wheel.

The FLETCHER "Lubricone Impingement" method successfully reduces friction by impacting a lubricous material into the metal itself, which remains as a primary source of lubrication for the entire life of the wheel.

It is not recommended that liquid lubrication should be omitted. This will greatly extend still further the cutting "mileage" of the wheel. For best glass cutting results, use FLETCHER "Lubricone Impinged" wheels.



THE FLETCHER-TERRY COMPANY

892 SOUTH STREET

FORESTVILLE, CONN.



EIGHT SIZES

Many pump manufacturers use Strataflo as original equipment.

Can't Stick · Can't Leak

STRATAFLO Foot and Check Valves end leakage troubles, save wear and tear on pump and save their cost in service calls. They are ideal for jet-type pumps.

Write for Bulletin 203 or telephone James Tannehill, Harrison 3313 today.

STRATAFLO PRODUCTS, INC.

Fort Wayne, Indiana

Write for Catalog

HERE'S THAT NEW

Christmas Ease

TREE STAND

SETS ANY SIZE OR SHAPE TREE IN MINUTES WITHOUT TOOLS

- ★ TIP-PROOF—100% safe—24" diameter steel-ring base
- ★ EXCLUSIVE—"hook" lock and guy rod anchor
- ★ —universal turnbuckle adjustment
- ★ —powerful spring tensioning
- ★ —detachable leak-proof water pan
- ★ LIFE-TIME GUARANTEE not to break or wear out
- ★ AMAZINGLY SIMPLE to assemble, use and store
- ★ FITS AND SETS ALL TREES 5 to 9 feet perfectly

Retails at

\$4.95

Unassembled



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Write TODAY for complete details and prices on this fast-selling, profit-making item.

STEEL-BILT CONSTRUCTION CO.
BRIDGEVILLE, PENNSYLVANIA



POINT-OF-SALES DISPLAY EASEL available at manufacturer's cost of \$4.75. Regular \$10.50 value, includes \$7.50 worth of merchandise: Tree stand and 2 Vac-U-Cover tree skirts.

CASH IN ON THE "DO IT YOURSELF" TREND



Glueky says:
"ROGERS GLUE is the Home Craftsman's Best Friend . . . and YOURS"

ROGERS GLUE provides the Home Craftsman with gorilla grip—a ton of strength in every drop . . . and a Clear—Uniform—Odorless Glue that means better projects, that are stronger, easier to finish with stain, shellac, varnish or paint.

FOR YOU:

National Advertising in outstanding publications like "POPULAR MECHANICS, POPULAR SCIENCE, POPULAR HOMECRAFT, SCIENCE AND MECHANICS, MECHANIX ILLUSTRATED and HOME CRAFTSMAN informs customers and prospects that ROGERS is the best liquid fish glue.

Protect your customers—Protect yourself—Stock up on Rogers Glue. See your jobber today, or if he is unable to supply you with Rogers Glue, write us immediately.



3,885 lbs. and over Shearing
Strength per Square Inch

ROGERS
ISINGLASS & GLUE CO.
GLOUCESTER, MASS.

all the features of the regular model — controlled speed blade return with positive stop; inside-outside measurement; self-adjusting end-hook that compensates for its own thickness; and the black on white "quick conversion" markings graduated in both inches and feet-and-inches.

The $\frac{3}{4}$ " blade is of hardened, tempered and Bonderized steel, and is replaceable. The case is chrome-plated zinc casting with knurled edge.

To introduce the King Size Power Tape, Evans is offering consumers a cowhide belt holster to hold the tape — a 50 cents value for only 15 cents. A self-addressed order form is included with each King Size Power-Tape, in which 15 cents in coin is sent directly to Evans. The counter display carton of six tapes includes an actual holster, free to the dealer, and features this special offer.

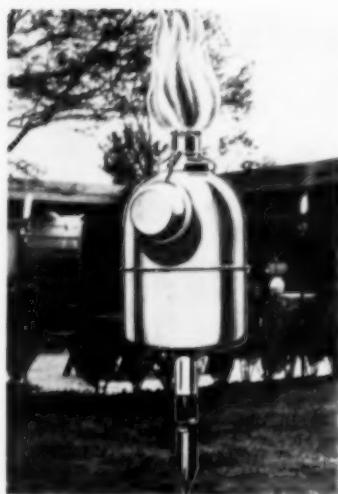
The new tape is available in 10 ft. and 12 ft. lengths, to retail at \$2.79 and \$3.29, respectively. Both sizes are packed six to a 3-color display box. Dealer cost, with a display container containing six 10-foot tapes and a free leather holster is \$11.20. Six of the 12-foot tapes similarly packed with free holster costs \$13.20. For more information—

Circle No. 573 on coupon, pg. 60

Outdoor Torch

The "Ex-Ter-Miske-Ter" outdoor torch adds natural firelight to outside gatherings and also rids areas of pesty insects, according to the manufacturer, Garco Manufacturing Co., Dept. E18, 744 North Ada St., Chicago 22, Ill.

The tank of the torch holds three pints of fuel for approximately 12



hours of burning, it is 22 gauge steel with rust resistant finish. The attached cap serves as extinguisher and protects braided cotton wick against the weather. The two-section six-foot stake has a black lacquer finish and comes complete with steel tube joiner.

Each torch is individually boxed. Suggested list price is \$5.95. For more information—

Circle No. 574 on coupon, pg. 60

For information on
DEALER SALES AIDS

See page 59

Door Closer

A leaf spring has been combined with conventional air spring action on the No. 15 Heavy Duty Door Closer to provide easier opening and more positive closing of heavier as well as standard storm and screen doors. Ideal Brass Works, 250 E. 5th St., St. Paul, Minn., announces.

Designed for jalousie and other heavier-than-average aluminum and wood combination doors, the new closer has a tempered steel leaf spring that connects the cylinder to the door. The leaf spring works to counteract the pressure build-up of the internal coil spring on the opening cycle and releases extra energy on the closing cycle.

The No. 15 closer is lubricated for a minimum of 10 years by an internal oil cartridge. Two finish coats are baked on separately over Parkerized metal—a base silver aluminum coat and then a clear Epoxy enamel finish. For more information—

Circle No. 575 on coupon, pg. 60

Frabill Acquires Thoss Products and Patents

FRABILL Manufacturing Co., 234 W. Florida St., Milwaukee, announces that the company has taken over all products and patents of the Thoss Manufacturing Co. of North Manchester, Ind., old line manufacturers of marine supplies, boat mooring arms, and anchor controls.

The additional items will be marketed under the Frabill brand name.

SWISH-ERR

SELF PROPELLED

9 MODELS

Write for free folder on all SWISHER Power Mowers

Swisher Mower & Mach. Co.
Warrensburg, Missouri



MODELS
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☐ Enclosed find \$2.00

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ALWAYS SELL GENUINE

MOLLY

SCREW ANCHORS

Molly Corp., Reading, Pa.

Southern **Farm Equipment**

JULY
1957

The Market
for LP Gas
Pg. 95

Section of SOUTHERN HARDWARE, 806 Peachtree St., N. E. Atlanta, Ga.





More reasons than ever to sell **ECLIPSE** THE COMPLETE LINE

Add up the reasons for selling any brand of mower and Eclipse comes out 'way ahead every time. Eclipse gives you 19 models of power mowers (rotary, reel and sickle bar) and 5 hand models.

It's the standard of comparison in the industry . . . provides excellent discounts . . . practical sales aids . . . unsurpassed service facilities . . . convenient warehouses . . . iron clad guarantee from the factory. And repair parts are always available for any Eclipse mower ever built. Most important of all—ECLIPSE works to *protect your profits*—even offers a profit-protected retail credit plan.

WRITE TODAY for the interesting facts about a profitable Eclipse franchise. No obligation.

**THE ECLIPSE
LAWN MOWER CO.**

DIVISION OF BUFFALO-ECLIPSE CORPORATION
7724-F RAILROAD ST. PROPHETSTOWN, ILLINOIS

NOW—TWO MODELS promotionally priced!

Here's your chance to attract even more customers with two low cost mowers with the famous Eclipse name and quality. Now you can sell all the mower market with a chance to sell up to better profits.

18" BEL MAR

PRICED TO
SELL AT **\$99⁹⁵**

Here's real quality at an economy price. 4 cycle Briggs & Stratton engine. Fingertip controls.



17" PAL

PRICED TO
SELL AT **\$59⁹⁵**

Pressed steel housing. Nationally advertised 2 cycle POWER PRODUCTIONS engine. Leaf mulcher included.



► **Farm Income**

Receipts of 8.4 billion dollars from marketings in the year's first four months pushed farm income 3% ahead of the 1956 period. Prices average nearly 4% higher, but marketings were down slightly. Receipts from livestock and products of 5.3 billion dollars were 6% above the 1956 period. Crop receipts were 3.1 billion dollars, about the same as last year.

► **Prices Paid**

The cost-price squeeze, though somewhat lessened, continues for farmers. Prices paid for goods and services used in production were about 5% higher this spring than a year ago. Fertilizer is the only important farm production cost item that has not had a net increase in price in the last year. Retail prices of farm machinery and motor vehicles were 5 and 7% higher in mid-March than a year earlier.

► **Exports**

Agricultural exports through March of this fiscal year totaled 3.6 billion dollars, or 45% more than in the same period a year ago. Exports of cotton, wheat, rice, soybeans and soybean oil are notably ahead of a year ago.

► **Commodity Highlights**

Prices of meat animals for the remainder of the year are expected to remain above the depressed levels of a year ago...with record supplies of corn prices have made little seasonal rise this year...prospective production of peaches in the South is 12 percent above last year...average price received by farmers for 1956 crop cotton is tentatively estimated at 31.7 cents per pound, slightly below the average for the 1955 crop...last year's yield per acre of cotton, 409 pounds, was 8 pounds under the record high of '55 and compared with the 10-year average of 283 pounds.

► **Farm Wage Rates**

Since 1940 farm wage rates have advanced more than the index of all cost rates. Except for the years 1948 to 1950, the rise has been continuous. Farm wage rates were about 4½ times as high in 1956 as they were in 1935-39 and the trend upward continues. In the spring farm wage rates were 4% above a year ago.

► **Factory Shipments**

Reports by tractor manufacturers indicate that in March shipments of farm machinery and equipment and tractors were 18% above February and 15% above March 1956; first quarter 1957 shipments of farm machinery and equipment and tractors were 66% above the fourth quarter 1956 and 6% above the first quarter 1956.

► **Employment**

The number of persons at work on farms totaled 7,455,000 during April, a drop of about 300,000 from a year ago. With cut-backs in cotton and tobacco acreage, need for labor will be somewhat less.

NEWS HIGHLIGHTS

Ford Appoints Two in Regional Sales

E. H. WOODS, general sales manager of Ford Motor Co.'s Tractor and Implement Division, announces the appointment of L. E. Dearborn as assistant general sales manager in charge of regional operations, industrial sales department, and sales training department.



L. E. Dearborn

Dearborn formerly was manager of the Detroit regional sales office and is succeeded there by W. E. Butler, who has been regional sales representative in that office.

Executive Changes Made by Fairbanks, Morse

ROBERT H. MORSE, Jr., president of Fairbanks, Morse & Co., recently announced reassignment of three vice-presidents and the promotion of two other executives.

Reassigned are Robert H. Morse, III, from vice-president in charge of sales to vice-president in charge of budgets and planning, a new section of the company; V. H. Peterson, from vice-president in charge of engineering to vice-pres-

ident in charge of sales; John A. Cuneo, from vice-president and assistant to the president to vice-president in charge of foreign operations.

John C. Elmburg, assistant general sales manager, was promoted to general sales manager, and G. R. Anderson, former manager of the company's Kansas City, Kansas, plant, to chief engineer.

The new assignments and promotions were effective June 1, Morse said.

J. I. Case Reports Second Quarter Profit Increase

J. I. CASE Co. reported recently a profit of \$125,039 for the second quarter of its fiscal year, compared with a loss of \$888,671 for the same period a year ago.

Sales for the first half are more than 20 percent above last year, and the "present outlook indicates that the company will be in a position to realize a net profit for the 1957 fiscal year," company officials stated.

For the six months ended April 30, Case had sales of \$42,949,507 compared with \$35,581,424 a year ago. During this period, net operating losses were reduced from the \$5,470,738 incurred a year ago to \$2,845,227, a cut of 48 percent.

Case officials said that operations during the second quarter "began to reflect favorably the integration of our new industrial division acquired through the merger with American Tractor Corporation" last January.

M-H-F Appoints Staiger Assistant to President

ALBERT A. Thornbrough, president, Massey-Harris-Ferguson, Ltd., announces the appointment of John G. Staiger as assistant to the president. A senior executive

widely experienced in administrative control, Staiger will develop recommendations on organization and procedures.

Stanley Roberts Heads M-H-F Advertising

THE APPOINTMENT of Stanley S. Roberts as general advertising manager is announced by John H. Shiner, vice-president, marketing, Massey-Harris-Ferguson Limited. Roberts will be responsible for all product and brand name advertising campaigns for the North American markets.



Stanley S. Roberts

A graduate of Miami University, Oxford, Ohio, Roberts was with Ralph Dalton and Associates, advertising agency in Troy, Ohio, until joining the U. S. Air Force at Wright Field as chief of publication control. After the war, he went to Dayton Rubber Co. as supervisor of tire advertising programs.

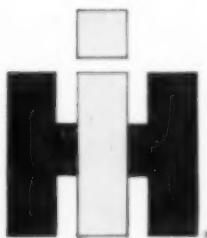
Joining Harry Ferguson, Inc., Detroit, in 1950, as assistant advertising and sales promotion manager, Roberts, in 1953, was appointed advertising and sales promotion manager of the Ferguson Division of Massey-Harris-Ferguson, Inc.

ANOTHER  KEY TO GREATER PROFITS FOR IH DEALERS!



This big 4-page full-color advertisement—being read by Lewis Riggs, Florence, Kansas—reached more subscribers than any other farm equipment ad in history!

MORE POWERFUL ADVERTISING SUPPORT helps IH dealers sell more . . . profit more!



Selling efforts of every IH dealer are backed by the widest, most complete advertising and sales promotion program in the farm equipment industry.

Every day of the week, 52 weeks of the year, this great IH selling force is at work for IH dealers . . . telling the story of more efficient IH equipment . . . pre-selling every prospect, and impelling him to see, try, buy. It's at work building store traffic . . . shortening selling time . . . slashing selling costs . . . stepping-up sales, and profits!

Besides blanketing the area of every IH dealer with a barrage of hard-selling messages . . . Harvester provides practically every known sales and merchandising help to enable dealers to tie-in *and cash-in* to the fullest extent.

Tremendous advertising support, reinforced with strong sales promotion and merchandising, is one of many reasons why you *profit more* when you're an IH dealer!

INTERNATIONAL HARVESTER

NOW-No Limit to Sales!

It's the brand new



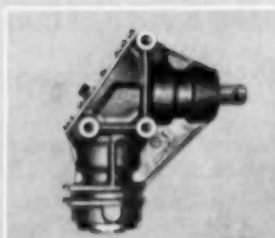
the
**ROTO-SPEED
7-six L**
will

SHRED
STALKS
•
MOW
PASTURES
•
CUT
PRUNINGS
•
MULCH
STUBBLE
•
TOP
CROPS
•
CLEAR
LAND

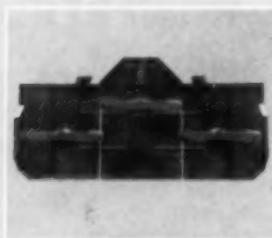
do all the
cutting jobs
on the farm —
all year round



Upended 7-Six L towers over 6-footer. Big as it is, however, the 7-Six L is as easy to handle as cutters half its size. It goes from job to job just like a built-in part of the tractor.



Rugged new 40 plus h.p. rating gear box has been developed especially for rotary cutter use. Its high bearing capacity, rigid mounting and extremely strong housing give it the extra durability that keeps maintenance costs down. It is designed to perform dependably over the toughest, roughest terrain.



Three pairs of high carbon, heat treated steel blades — with a one-and-a-half inch overlap — assure a smooth, uniform 90-inch swath. Spindles are "set solid" for true balance and smooth operation. In fact, the entire 7-Six L is built into a solid unit — it will take on the toughest jobs and come back for more.

For Full Information on the Exclusive New Roto-Speed 7-Six L, Contact

LILLISTON IMPLEMENT COMPANY

ALBANY, GEORGIA

WACO, TEXAS



Lilliston introduces a **lift type** cutter that clears a full 90-inch swath and fits any major make of tractor!

ROTO-SPEED 7-SIX L

No longer confine your sales to owners of a specific make of tractor. Here's the cutter that will fit them all — right through the major lines! But that's only part of it. The Roto-Speed 7-Six L is big, powerful, yet handles like a lawn mower. For all its size and performance, the 7-Six L can back into corners, wheel around trees, maneuver easily in close quarters, do the big jobs with speed and dispatch. Lifted, it will go from job to job as fast as the tractor will move. All the other major advantages engineered into the 7-Six L (detailed on these pages) make it the finest rotary cutter that ever cut, mowed or cleared a field.

Streamlined and beautifully constructed



The Roto-Speed 7-Six looks its part, too. And the new rounded skids are interchangeable — each will fit either side.

7-SIX L FITS ANY OF THESE TRACTORS — AND MORE

Hitch bundles furnished with Roto-Speed 7-Six L's adapt them to any major make. No matter what tractor your customer uses, you can sell him Roto-Speed.



Allis-Chalmers



Ferguson



Minneapolis-Moline



Case



International



John Deere



Ford



Oliver

THE 7-SIX L is another in the famous line of Lilliston Roto-Speed Rotary Cutters. Thousands are now performing every day on farms, ranches, highway shoulders, military installations and in orchards and parks all over America.



7-SIX CA



5-TWO
(LIFT OR TOW)

JV
(LIFT OR TOW)



WHEN NEWS
IS MADE
IN
ROTARY
CUTTERS
ROTO-SPEED
WILL MAKE IT!

NEWS HIGHLIGHTS

(Continued from page 84)

Case Names Appointees in Sales Promotion

LENARD V. OWEN, manager of advertising and sales promotion for the J. I. Case Co., Racine, Wis., announces the appointment of Reed A. Wible as general supervisor, advertising and sales promotion, Agricultural Division. Before coming with Case, Wible was assistant manager of advertising



Reed A. Wible

and sales promotion for the Ferguson Division of Massey-Harris-Ferguson.

It was announced also that L. G. Samsel has been named supervisor of films, exhibits, and photography; Richard E. Ludwig, supervisor of purchasing, cost records, inventory, and direct mail; Robert C. Wiele, supervisor, product information and sales training, Agricultural Division; and William R. Kuhns, supervisor, sales promotion, Agricultural Division.

Mid-Western Industries Purchased by M-H-F

PURCHASE by Massey-Harris-Ferguson, Inc. of the assets, patents, and designs of Mid-Western Industries, Inc., Wichita, Kansas, was announced recently by Albert A. Thornbrough, president.

Mid-Western products, which will continue to be marketed under the "Davis" brand name, include loaders, back-hoes, cranes, scarifiers, dozer blades, fork lifts, utility buckets; and the "Davis Pit-

Bull," a rugged self-powered multipurpose unit, available in both gas and diesel models. It is planned to continue and expand the broad distribution of Davis products.

Thornbrough stated that Mid-Western operations will become part of the Massey-Harris-Ferguson Industrial Division. He also announced that the general manager of the division would be Charles J. Davis.

Rototiller Appoints Field Sales Manager

THE APPOINTMENT of Paul S. Stassevitch as field sales manager of Rototiller, Inc., Troy, N. Y., is announced by Penry W. Price, president. In this newly created position, Stassevitch is engaged in the further development of Rototiller's national and Canadian distributor-dealer organization.

A graduate of Rensselaer Polytechnic Institute, Stassevitch formerly was field manager of Wright Power Saw and Tool Corp. He is

a resident of Arlington Heights, Ill.

Informative New Burks Pump Book Available

A COMPLETELY new Burks Pump Book of Prices and Specifications has been published by Decatur Pump Co., Decatur, Ill. Bright red panels on the bronze cover make it easy to identify the new edition.

Information for pump dealers begins with a graphic, quick-reference index on the front cover and a listing of details about many available Burks sales tools. Several new tables of pump performances at new depths are in the book and methods of listing complete water systems have been simplified.

Substantially lower prices on new models highlight the HV-Centrifugal Pump section of the book.

Pump dealers may obtain a copy of Form No. 566 Burks Price List and Specification Book from Decatur Pump Co. or from Burks wholesale distributors.

Old Dominion Tractor Club Organized

MANAGEMENT personnel of farm tractor and equipment manufacturers operating in Virginia met in Towson, Md., recently to complete the organization of the Old Dominion Tractor Club.

The purposes of the club are "to promote and facilitate more intimate acquaintance and understanding among persons engaged in the farm implement industry at the manufacturer level; to disseminate and exchange useful and interesting knowledge and information affecting trade and commerce in the farm equipment field; and to promote and increase goodwill among the members of the club and related segments of the industry including the retail dealers, wholesalers, agricultural colleges, etc."

Newly elected officers and directors are Homer W. Nicholls, Virginia and eastern North Carolina manager of International Harvester Co., president; Howard O. McDonald, Virginia and eastern North Carolina manager of the

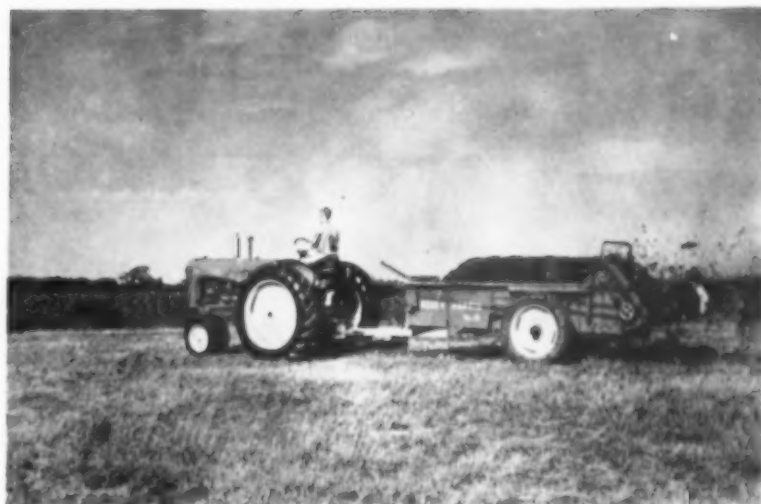
Oliver Corp., vice-president; Kenneth M. Monroe, Virginia and Maryland manager of John Deere Plow Co., secretary; E. Frank Garber, Virginia and Maryland manager of Allis Chalmers Manufacturing Co., treasurer.

Directors, in addition to the officers, are Earle D. Bottom, president of Universal Tractor-Equipment Corp. which is the Ford tractor distributor for Virginia and eastern North Carolina; Elmer W. Hostetter, Virginia and Maryland manager of Massey-Harris Co.; and Henry A. Wright, Virginia and Maryland manager of the J. I. Case Co.

Nicholls, McDonald, Garber and Bottom are of Richmond, and Monroe, Hostetter and Wright are of Baltimore.

Members of the newly formed club are personnel of branch and distributive components of major farm tractor and equipment manufacturers and will hold their first regular meeting on July 25 at Tides Inn, Irvington, Va.

Prices of farm machinery and equipment have climbed steadily since 1945 and presently are about 80% above the levels of that year. Even so, equipment prices have increased much less than the prices of many other items of production cost



Farm Machinery --

a best buy for farmers

Farm machinery continues to be one of the farmer's best buys. Since 1940 tractor prices have gone up less than costs of many production items

THOUGH FARM income in the early months of the year was above 1956 levels, the nation's farmers are still faced with the problem of lowering production costs if profits are to be maintained. The recent issue of "The Farm Cost Situation" issued by the Department of Agriculture points out that production costs continue to edge up. This means that the market for machinery, inevitably, will expand as farmers seek greater efficiency through a more widespread mechanization of farming operations. The relatively favorable price of farm machinery, in comparison with other production cost, will encourage investments in equipment.

Prices paid by farmers for goods and services used in production were about 5% higher in the spring than they were a year ago. Fertilizer is the only important farm production cost item that has not had a net increase in price in the last year.

Farmers' production cost rates in general have more than doubled since 1940, but some have increased more than others. Farm wage rates, for example, have risen more than 300%, whereas prices of fertilizer and gasoline have advanced 53 and 64% respectively.

Farm cost rates in the spring were slightly higher in relation to prices received than they were a

year ago. The present relationship is about equal to the average relationship that prevailed in 1935-39 and during the 20-year period immediately preceding World War II. It is substantially less favorable to farmers, however, than it was during World War II and for nearly 10 years thereafter. Cost rates are about 37% higher now than they were 10 years ago, but prices received by farmers are about the same as they were then.

The publication points out that although the relationship between farm cost rates and farm commodity prices was about the same in 1956 as it was in 1940, farmers, as well as others, have benefited from the increased efficiency of modern production methods and the more complete utilization of the labor force.

Many farmers have increased their incomes by adopting more efficient methods. They have in-

creased the size of their farms and their use of non-farm goods and services such as machinery, fertilizer, and electricity.

In referring to the high cost of farm labor the government publication states, that "since 1940 farm wage rates have advanced more than the index of all cost rates. Except for the years from 1948 to 1950, the rise has been continuous. Farm wage rates were about 4½ times as high in 1956 as they were in 1935-39."

Labor Cost

This spring, farmers in all parts of the country were paying higher rates for hired workers than they paid a year ago. The average rise over the whole country amounted to 4.5%.

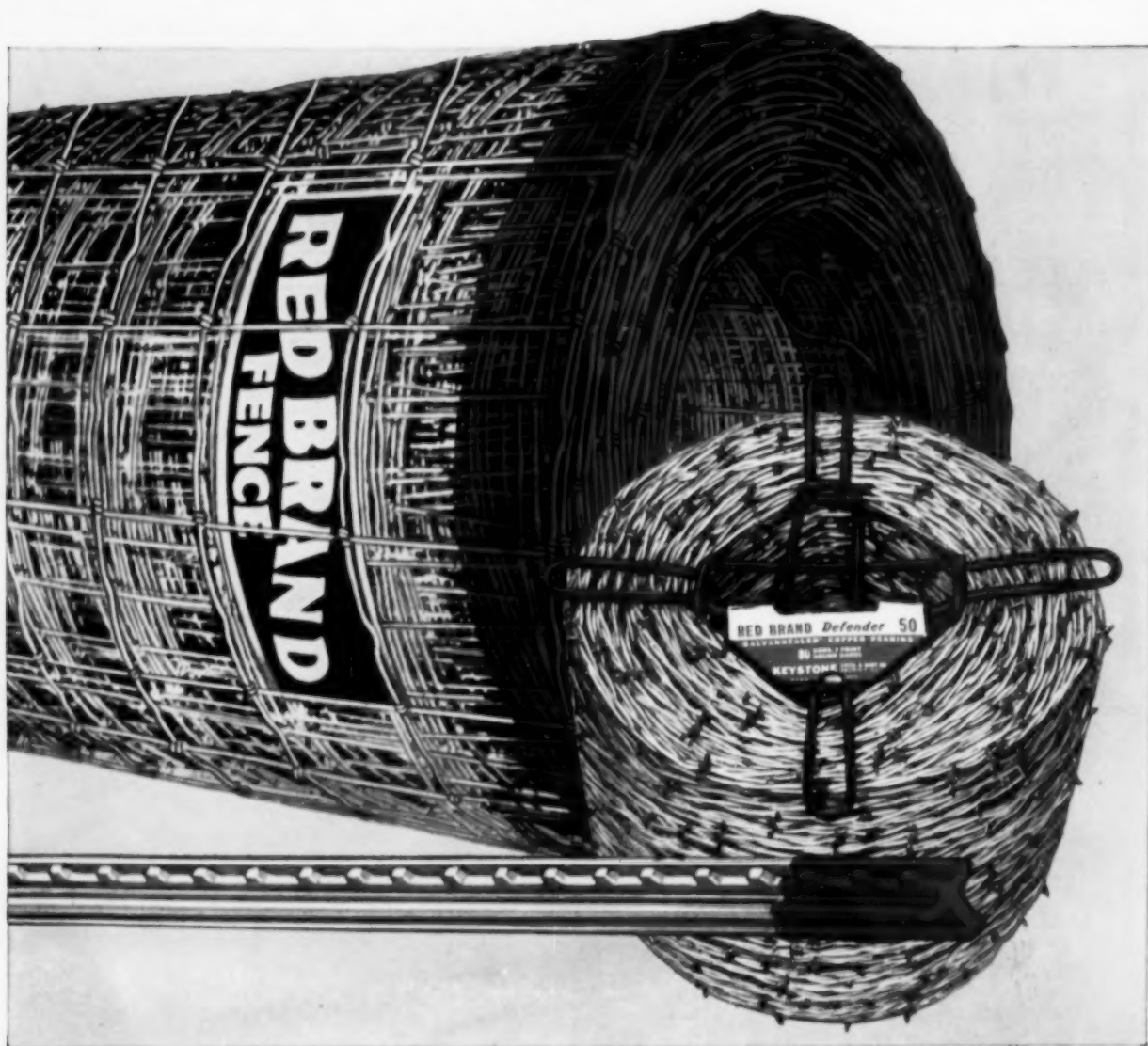
As has been true for the last several years, the supply of experienced regular farm workers continues to be tight. However, the

RED BRAND

The Red Brand turns stock *fast* for high profits—here's how: Red Brand woven wire with the red top wire tells farmers this is the *Galvannealed* fence with extra resistance to rust. New Red Brand barbed wire with bright red barbs tells the same quality story on sight. And Red Top® steel posts are known everywhere for long life, low cost. The Red Brand is consistently advertised in the best magazines, on the radio and now television.

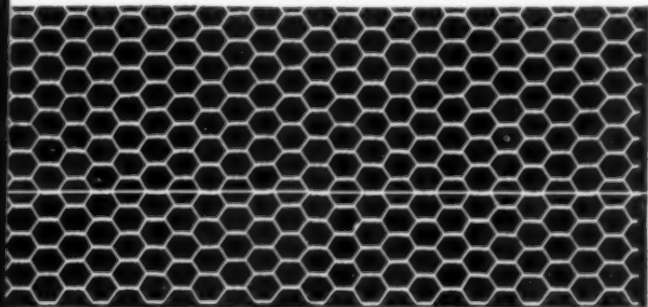
Red Brand backs you with sensible sales helps that get action at your point of sale. And when you do business with Keystone, the makers of Red Brand, you cash in on new products, new markets, new sales ideas month after month! Take new Keyline Poultry Netting, for example. There's nothing like it. What a seller! And what a drawing card for new business. Sell Red Brand—sell any Keystone product and you will make more money!

KEYSTONE STEEL & WIRE COMPANY • PEORIA 7, ILLINOIS

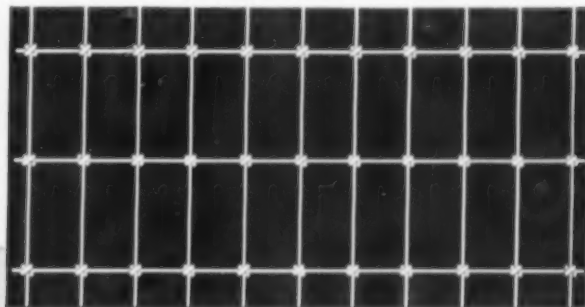


...the only fence line that sells on sight!

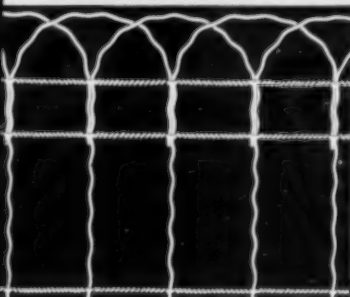
feature Keystone's complete line of rapid-turnover wire products for farm and building use.



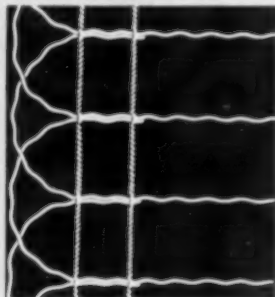
Keyline Poultry Netting—New! Won't bag, won't bulge! New horizontal wires take the stretch. Reverse twist weave of hex mesh adjusts to keep netting flat, smooth, tight, straight. Another winner by Red Brand. Strong demand, big profits. Backed by powerful advertising and point of sale materials. All popular weights and sizes. Heavily galvanized.



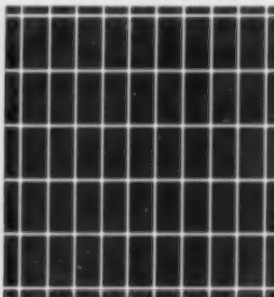
Keystone Non-Climbable Fence—Always a good seller for industrial use—now moving in strong on the residential market. Keystone backs you with a new, broad promotion plan. Right for fence installers or do-it-yourself market. Keystone gives you complete package for quick profits. Priced low...but with healthy margin for you! 2 styles...6 sizes.



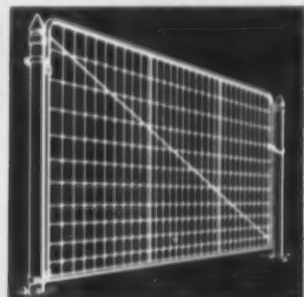
Keystone Ornamental Fence—The old favorite that's selling fast as ever. Bright, heavily galvanized. In single and double picket.



Flower Guards, Trellis—Consistent good sellers. Boost profits—sell guards and trellis with every fence sale. In popular sizes and styles.



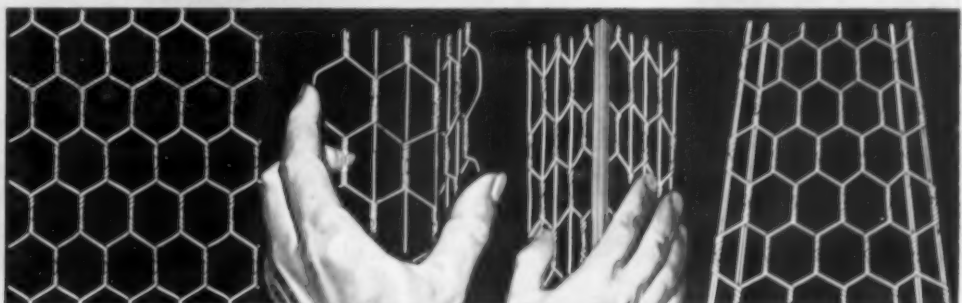
Keyweld—100 uses—Galvanized welded fabric, in all popular styles. For poultry floors, laying cages, fur farm cages, and window guards.



Keystone Gates—Farm gates, residential and industrial gates. Sizes, designs, hardware and filler made for every type installation.



Keystone Nails—New packaging adds sales appeal to this quality-plus line. High-profit scaffold, blue and concrete nails, too.



Keymesh Lath—Galvanized plaster reinforcing lath for general use, especially on walls and ceilings. 150' rolls, 36" width, 1" mesh.

Keycorner Strip Lath—Galvanized plaster reinforcing lath preformed to fit in corners—just flex it. 150' rolls, 4", 5" & 6" widths.

Keyhead Lath—Galvanized plaster reinforcing for outside corners. Available with solid zinc nose. 7' to 12' lengths. Wings 2 1/2" wide.

Key-Wall—Galvanized masonry reinforcement that gives greater resistance to cracks. Comes in 4, 6, 8, 10 and 12-inch widths, 200-foot rolls.

John Deere Mower and Hay Conditioner

It Cuts Curing Time in Half

Makes More and Better Hay

Feeders and dairymen are realizing greater profits from their hay crops than ever before, thanks to the John Deere Mower-Hay Conditioner Combination. This unit cuts and conditions hay in one quick pass over the field. Conditioning hay cuts curing time in half . . . saves more leaves and small stems . . . locks in more valuable vitamins and carotene—makes more palatable and nutritious feed.

The John Deere Hay Conditioner has interlocking, corrugated metal rolls which pick up and condition *every* stem of hay—eliminating the need for more than one pass over the field. It is a simple unit that requires a minimum of upkeep. Yet, the

big job it does has won the respect of practical-minded farmers in every feeding and dairy area.

The immediate success of the John Deere Hay Conditioner is a tribute to the sound engineering and quality construction that characterize all John Deere Farm Equipment.

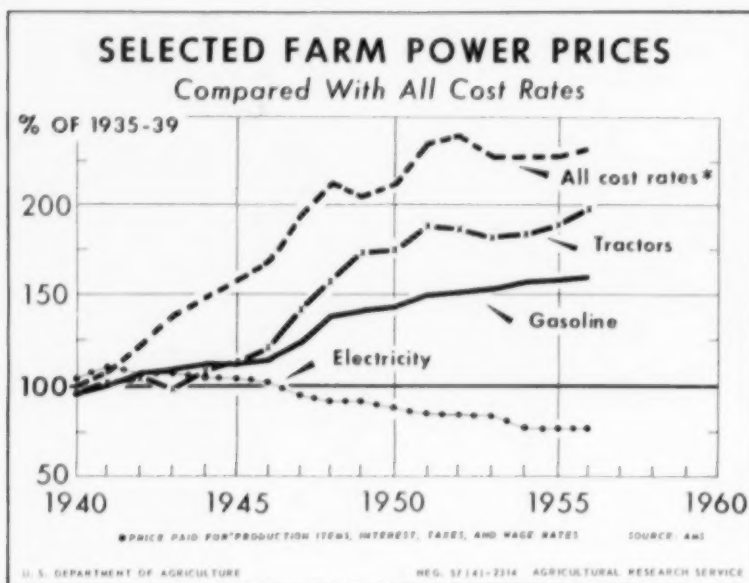


JOHN DEERE
MOLINE, ILL.

*... "Wherever Crops Grow,
There's a Growing Demand for
John Deere Farm Equipment"*

ioner Combination





need for farm labor will be less in some regions this year. About 17% of the 1957 national cotton allotment has been signed up under the soil bank program. Assuming that the non-committed portion of that allotment will be planted and that average abandonment will occur, there will be about 10% fewer acres of cotton to pick next fall than in 1956. The acreage of tobacco, another heavy user of labor, is expected to be about 17% less this year than a year ago.

Machinery Cost

Commenting on the farm equipment situation the publication stated that "retail prices of farm machinery and motor vehicles were 5 and 7% higher, respectively, in mid-March than they were a year earlier. Both wholesale and retail prices are now at peak levels. Wholesale prices of farm machinery, including tractors, were quite stable from 1926 to 1945, but they have since increased by about 40%.

Current retail prices, which reflect costs of attachments and accessories as well as the basic unit, are now more than 100% above prewar levels. Modern tractors, other motor vehicles, and many farm machines are now generally equipped with attachments and accessories that were not available on the earlier models.

Since 1951 supplies of practically all kinds of farm equipment have been adequate to meet demand, and many dealers, especially those in drought areas, have sold machines and equipment below list prices,

either by giving large discounts for cash purchases, or by allowing more than the market value for trade-ins.

Farmers' purchases of tractors and other farm machinery have been relatively large in volume since 1940, except in 1943 when output was greatly restricted. In 1951, production of farm machinery was at a peak level. For machinery and equipment other than tractors, automobiles, and motor trucks, the estimated value on farms adjusted for price changes increased in most years from 1940 to 1955. The total increase for the

15 year period was about 170%.

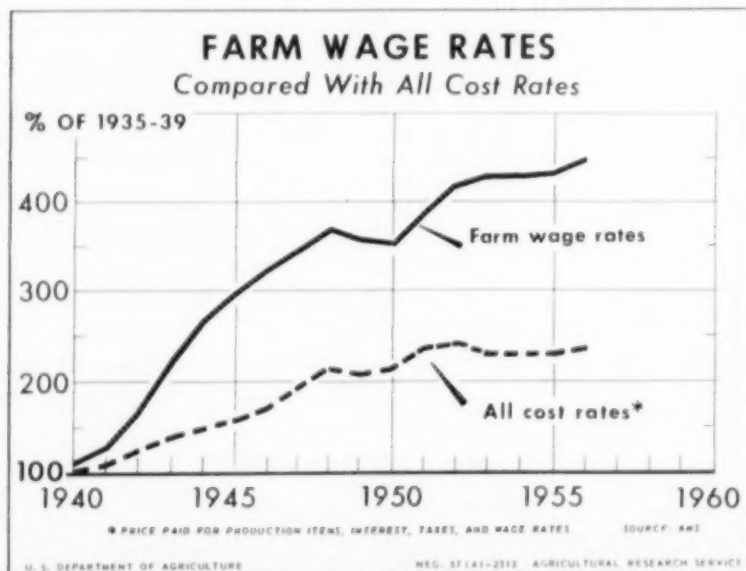
The number of horses and mules on farms is now less than 15% of the 1918 number. Annual reductions in numbers, which have approximated 10%, can be expected to continue.

Numbers of tractors, motor trucks, and most of the principal farm machines are now estimated to be at record levels. Farmers tend to keep their old machines until replacements are obtained. In 1956, purchases of new machines, including tractors, were relatively small. Preliminary estimates indicate that the numbers of machines purchased exceeded the numbers discarded. In recent years, purchases of large tractors and large machines in general have been relatively well maintained. This tendency can be expected to continue in the immediate years ahead as many farmers find that the larger machines make for increased savings in labor and time-liness in performing farm work, and that they contribute to lower costs of production on the larger farms.

Since 1940, prices of tractors and gasoline have increased less than the index of all cost rates.

Prices received by farmers for feed grains and hay on April 15 were down about 2% from a year earlier, but prices paid by farmers for feed were up 2%. Prices of corn and soybean meal were lower, but prices of most other feeds were higher. Corn prices will probably average lower this spring and sum-

(Continued on page 111)





Many southern dealers have increased their shop volume by converting older model tractors to the use of LPG



Shown above harvesting cotton in a Southern field, this tractor has a factory installed LP-gas fuel system. Numerous tests conducted in various sections point to less fuel costs, less engine wear, but more horsepower

The Market for LP-Gas

THE FARM market for liquified petroleum gas may well be the source of a brighter profit picture for those southern farm equipment dealers who can take advantage of the sales opportunities.

Already in many areas where the price of LP-gas offers a definite advantage to farmers, many dealers are adding substantially to volume through the conversion of tractors to the use of this fuel. In addition, the many other operations around the farm in which LP-gas can be used, plus farm home use, further strengthens this market.

Tests at the University of Illinois show that with a 600-hour average use a farmer can save \$74 to \$127 a year by operating a tractor on LP-gas instead of diesel fuel. Many farm users say they can save up to \$300 a year per tractor by using it in place of gasoline.

LP-gas conversion consists of a simple carburetion system, a cold intake manifold (since fuel vaporizes before it enters intake) and cylinders designed to give high compression ratios. Dealers who are injecting this new muscle power into the tractors of their farm customers get up to \$300 or so per conversion. Last year 50,000 more tractors were running on LPG

... added opportunity for sales

than the year before. The total number using this fuel is now between 250,000 and 300,000. This is barely 5% of the U. S. tractor total, which means that the harvest is still tremendous, and the dealers doing this work still few and far between. However, the idea is getting more support in the South than elsewhere. Half the tractors using LP-gas are in that area.

First to Introduce Fuel

In Winter Garden, Florida, Hoyle Pounds, who owns the Pounds Motor Co., is said to be the first to introduce this fuel to the state of Florida. He has been converting the power wagons of his area to this new form of nourishment by the hundreds. He estimates that 96% of his new customers are now driving their machines down the citrus rows of the sunshine state on LPG. He believes it won't be long before it will be unanimous.

In fact, he has done such a fine job with it on tractors he is converting the motors of trucks,

sprayers and dusters. This fuel is now used all over the citrus belt. In addition to fuel conversion he derives another big portion of his revenue from the sale of 2,000,000 gallons of LP-gas a year to farm users. This indicates that in thousands of towns where liquid petroleum gas is not now plentifully available the implement dealer can increase his income by acting as a distributor.

Most of the major manufacturers are now offering a few tractors factory-equipped for LP-gas. In either case, whether factory-equipped or dealer-equipped, the extra cost will be about the same — \$250 to \$350 more than for the gasoline machine.

Farmers who are stoking their horsepower with this new fuel point to other important advantages in addition to the saving in actual fuel cost. Some of the most striking benefits are that it produces no sludge nor carbon in the motor; it cuts down on wear and tear of the engine and gives 25% more horsepower. Some farmers say that they change crankcase oil

every six weeks instead of once a week. Some claim a crankcase of oil will run almost indefinitely without change.

One large farmer interviewed says that motor maintenance costs on his four tractors have been cut in half. Also two barrels less of oil are required per year. Quite a number of farmers have reported operating costs reduced by one-half. One farmer reports that he didn't even have to change spark plugs for three years.

While LP-gas is showing some decided advantages over regular gasoline in all tractors and some vehicles, there will actually never be much competition between the two fuels. In the first place, the former will fall far short of replacing the latter in most uses. Then again, both are handled by the same sellers all the way down the line. They are made by the same producers, handled by the same refiners, distributors and retail dealers. It is assumed that each of these interests would as soon sell one as the other as far as profit earning is concerned.

Liquefied petroleum gas originates as the liquid portion of natural gas and as a by-product of the oil refineries. After it is extracted it is stored and transported in liquid form.

Pounds Tractor Co., Winter Haven, Fla. (not to be confused with Pounds Motor Co. at Winter Garden, previously mentioned) is another implement dealer who has given major consideration to LP-gas. It has converted the tractors, sprayers and dusters of over 90 percent of its users, or sold them machines factory-equipped for this fuel. Don Pounds, who operates this dealership, says he not only converts the machines of his own line, but implements of every known brand in his area.

Converts Trade-ins

This portion of his service work has made a heavy contribution to his annual volume. Farmers are eager for this change when sold on the advantages. Over half the trade-ins Pounds takes in are also converted before being resold. Most of the remainder are older models that can't be adapted to LPG. Pounds also sells about a half million gallons of bottled gas a year in his area.

Liquefied petroleum gas is perhaps thought of as "butane" or "propane." Actually these are the two main kinds of LP-gas. A third kind is a mixture of the two.

Uses of LP-Gas on the Farm

The Farm Home

Heating
Cooking
Refrigeration
Water Heating
Air Conditioning
Lighting
Clothes Drying

Farm Power

Automobiles
Trucks
Tractors
Combines
Stationary Engines
Forage Choppers
Crop Harvesters
Crop Dryers
Cotton Harvesters
Irrigation Pumps
Crop Sprayers

Poultry

Brooding
Heating
Incubation
Disinfecting
Insect Control
Scalding
Singeing

Insect and Weed Control

Flame Cultivation
De-spining Cactus
Insect and Pest Control
Weed Control

Dehydration and Drying

Corn
Cotton
Alfalfa
Hay Crops
Forage Crops
Fruits
Nuts
Peanuts
Rice
Small Grains
Seed Crops
Soy Beans
Sweet Potatoes
Tobacco

Dairy and Livestock

Branding
Barn Heating
Sterilization
Transportation
Water Heating
Insect Control
Hog Singeing
Pasteurizing
Shelter Heating
Stock Tank Heating
Refrigeration

When the use of LP-gas is new in a given area the dealer introducing the fuel, of course, has to do some lively promotion work to get it started. This would include among other things, some strong newspaper, radio and direct mail advertising to acquaint farmers with its advantages. Pounds Tractor Co. dramatizes its value by running side-by-side demonstrations with gasoline and LP-gas implements.

Down in the Rio Grande Valley, Maurice Bell of Donna, Texas, ran feature advertisements in state farm papers on the customers he had sold on this fuel and what they were accomplishing with it.

Each farmer featured obtained copies to pass around among his friends. Most of these ads are in the form of testimonials. Bell carries them around in a sort of book form to show prospects on his canvasses. Most of the farmers shown in the ads are known to each prospect and this has its influence.

Actually, in some parts of Texas there are large numbers using this fuel. One LP-gas company in South Texas says it is now fueling 1,000 tractors compared with 750 the year before. The company

believes the number will increase to 1,300 next year.

One company in Waco, Texas cites a 20-mile strip of farm territory near the city where it serves 263 tractors. In some counties of West Texas 60 to 70 percent of the farmers are operating LP-gas tractors.

For implement dealers the conversion of tractors, and the conversion of trucks and other vehicles, could become a profitable off-season activity. And as area distributors of this fuel they could develop still another source of income. In some areas where LP-gas is already heavily distributed by oil companies for domestic purposes implement dealers are co-operating with the distributors to introduce it to their users as a power fuel.

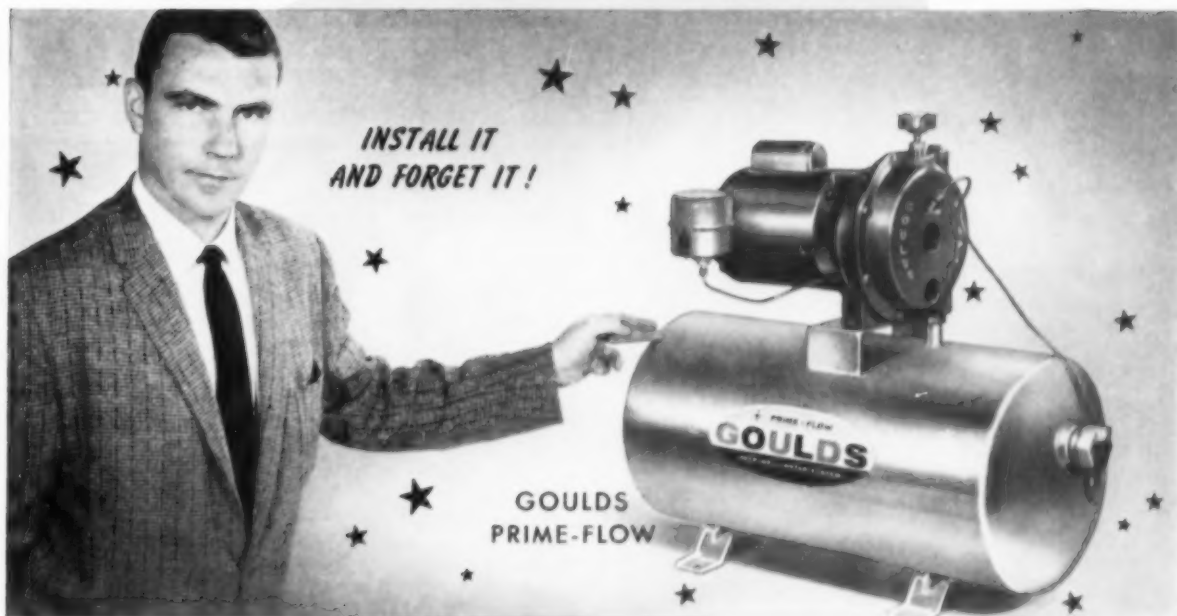
Now, while tractor conversion will naturally be the first activity that implement dealers will take on in connection with this new fuel, there will be many other avenues they can exploit to advantage. In the first place, more than 40% of the liquefied petroleum gas used in this country is consumed on the farm or in the farm

(Continued on page 101)

Most important jet-centrifugal pump feature!

positive deep well self-priming

a Goulds trouble-saving feature



A Goulds self-priming deep well jet pump will not lose prime when the well end of the foot valve is exposed to air. Combination of Goulds patented double air separation chamber construction with Goulds patented self-priming centrifugal pump makes this possible. **Self-priming eliminates service calls to reprime.** This means you make a permanent profit, your earnings are not eaten away by costly service calls. Sell Goulds Prime-Flow deep well pumps . . . for permanent profits . . . satisfied customers!

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GOULDS
water systems

BOOST YOUR TARP SALES...FAST WITH THE AMAZING NEW ALUMINUM TREATED



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The all-new Eagle Farm Tarp and Truck Tarp are sold exclusively through Hardware and Implement Dealers. They are stronger and last longer than any tarpaulin ever made for the farm trade. Only Eagle Tarpaulins give you these selling features: NEW WATER & ROT RESISTANT TREATMENT, 90% HEAT REFLECTION, EASIER TO HANDLE IN COLD WEATHER, GREATER STRENGTH DUE TO ROPE IN HEM, AND NATIONALLY ADVERTISED.

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spigot

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SNELLING MANUFACTURING, INC.
P. O. Box 14503, Houston 21, Texas

Market for LP-Gas. . . Opportunity for Sales

(Continued from page 96)

home. According to the U.S. Bureau of Mines, over six million gallons were consumed for all purposes, in this country in 1955. This is a 17% gain over 1954 and its use has jumped 25,000 times since the early 20's when it first began to break into print.

So — with such a colossal gain in popularity and nearly half of that gain on the farm, it is logical that the farm equipment dealer who comes more directly in contact with the farmer than anyone else, should cash in on this development — not only on tractors, but on all other farm uses. One important farm use is weed burning. This is done with an LP-gas machine which the implement dealer will logically sell. It is used to burn weeds in irrigation ditches, fence rows, roadsides, parkways, cement ditches, pastures and other places.

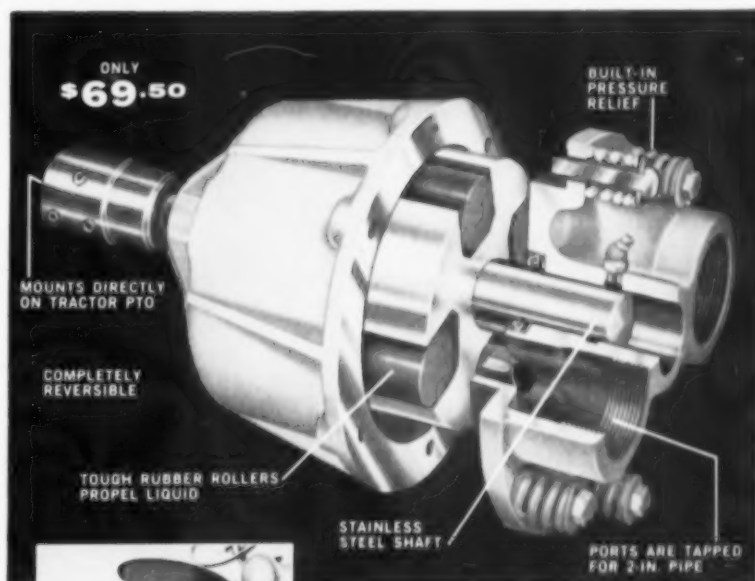
LP-gas is used in irrigation pumping, crop dehydration, milk pasteurization, fruit ripening, heating stock water tanks, and warming poultry and hog brooders. It is fine for curing tobacco. And, as for trucks, many authorities say these vehicles can use it for about half the cost of gasoline. It gives off no exhaust fumes, has no odor and it greatly reduces wear and cylinder wall, piston, and bearings.

Home Use

The chief farm uses at present are in the farm home where the fuel is employed for central heating and for every class of appliances that ordinarily use electricity. In fact, the use of LP-gas appliances is becoming so popular among farm homes that implement dealers can well afford to survey the possibilities in this field. This is true, even though a large majority of all farm homes now have electric power. In 1955 there were more than a third as many LP-gas ranges and water heaters sold in this country as electric.

This fuel is also growing in popularity for powering refrigerators, clothes driers, air conditioners (which the makers say will operate at one-third the cost of those using electricity), space heaters and for other uses. Many implement dealers have found electric home appliances a profitable sideline. The gas appliances should pay off equally as well.

BIG NEW HYPRO PUMP for direct tractor drive



Roller-Pump Design is Field Tested

Positive displacement maintains high volume up to 50 lbs. pressure.

Includes automatic built-in pressure relief.

Pump is self-priming up to 10 feet. Maintains suction lift up to 22 feet after priming.

Resilient, synthetic rubber rollers handle water, liquid fertilizers and most chemicals.

Reversible — operates in either direction without alteration.

Designed especially for pumping water — useful for sprinkler irrigation — transferring liquid fertilizers — flood clean-up.

HANDLES MANY LIQUIDS OTHER PUMPS CAN'T

WRITE FOR FULL DETAILS

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Manufacturers of Most Farm Sprayer Pumps

**HYPRO
PUMPS**

Food Consumption in the South

THE RATE of economic expansion in the South — from Delaware to Texas — during the past two decades has outpaced all other regions in the United States. The speed with which the South is catching up with the rest of the country has created some of the fastest growing food markets in the country.

Biggest changes thus far have come from rising per capita income, which went up more than 300 percent between 1935-36 and 1955. Per capita income in the rest of the country rose about 230 percent.

Another important change during this period has been the shift of population from rural to urban areas as a large number of the labor force moved from farms to industrial plants. The proportion of farm households dropped from 40 to 17 percent, and urban households went up from 37 to 49 percent. Both changes were greater than for the rest of the U. S.

New Outlets

To economists of the Agricultural Marketing Service, the bright outlook for the South means important new outlets for the commercial food industry. This basic trend is shown by a study of the results of a survey, made jointly by AMS and ARS, on food consumption of households in the South.

The survey provides evidence that food habits in the South are changing, and spending for family food is increasing. The greater dollar outlay for food has come with the growth of industry, rising income, and the movement of workers from farms to cities — all at

a faster rate than any other region.

This phenomenal growth has not yet brought the South up to the national level of spending for food. The region accounts for only a fourth of the U. S. food market, although nearly a third of the population lives there. Low spending in the past years grew out of limited availability of some foods, inadequate marketing facilities, and relatively unfavorable economic conditions.

But the main reasons why food expenditures are still lower in the South are lower average money income, higher proportion of farm and rural nonfarm families, greater home production of family food.

The average family in the South spends less for food because its money income is lower. This reflects, in part, the large proportion of farm and rural nonfarm families. Even urban families in the South generally have lower money incomes than in the rest of the U. S.

The widespread practice of producing food at home, especially among rural or farm families, also tended to cut average spending for food in the whole region. But as migration from farms continues, home production will decrease in importance.

Home production made up about half the value of all food used by farm households in lower income groups and a little more than a third of the value of food for those with money income of more than \$6,000. Rural nonfarm families produced about a tenth of all food they used at home. Vegetables, eggs, chickens, and milk were items most commonly produced.

Choices of food and main items

The following article by Robert Lavell, an economist for the Agricultural Marketing Service, emphasizes that in the general economic expansion that has taken place in the South, the region has become a steadily increasing market for the very agricultural products which it raises. For the farm equipment dealer this means, in turn, an expanding market for farm machinery.

in the diet of families in the South vary among farm, urban, and rural nonfarm groups. Other differences are noted between the South and other regions. But the most interesting comparison can be made with the North Central region.

These two regions have large farm populations, and the North Central has developed food consumption patterns toward which the South appears to be moving.

Rural nonfarm families in middle-income groups in both regions used about as much fluid whole milk per person as did urban households. But the level of use was generally lower in the South. Farm families in both regions consumed much more milk than non-farm. Larger supplies came from home production.

Although the use of fluid whole milk in the South was lower than in the North Central States, the difference became less in urban families in higher income groups. Rates for urban households in the \$8,000-10,000 group were about the same in both regions.

All income groups in the South
(Continued on page 110)

Safe and easy to get on or off — even with implement attached



New concept in safer farming, too

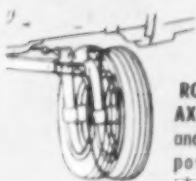
The dynamic new D-14 is a prime example of a tractor engineered for safe operation. Long and low, it hugs the ground for safe, stable performance on hillsides. Its clean streamlining permits unobstructed visibility at all times. In fact, it's loaded with safety features, some of which are illustrated here.



Every dealer's opportunity . . . and responsibility . . . includes teaching to 4-H and FFA members and Vo-Ag students, and is a real service to customers and community.

ALLIS-CHALMERS, FARM EQUIPMENT DIVISION, MILWAUKEE 1, WISCONSIN

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ROLL-SHIFT FRONT AXLE — just as safe and easy as spacing power-shift drive wheels.



POWER DIRECTOR — neutral position instantly stops forward travel — without slowing or interrupting power take-off speed.



EASY-RIDE SEAT — adjustable to three positions. Less fatigue means fewer accidents.

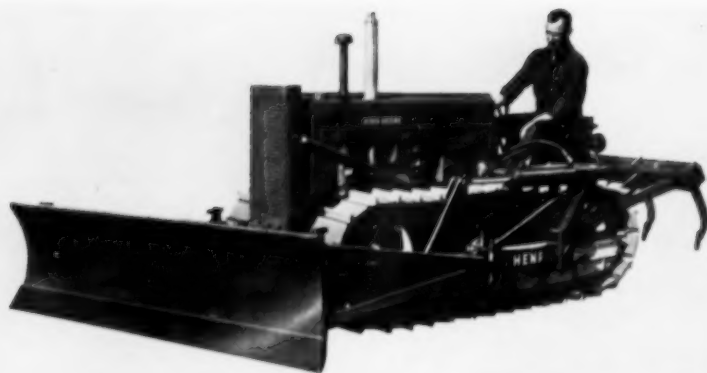


FRONT-END STABILITY — from proper weight distribution and long wheel base, plus implements. The TRACTION BOOSTER system and exclusive remote ram principle keep front wheels on the ground.



SINGLE-STEP PLATFORM

— step up or step down . . . quickly, easily — stand safely.



Two Models Available in New Henry Dozer

A NEWLY designed bulldozer is being introduced by the Henry Manufacturing Co., 1700 N. Clay St., Topeka, Kansas, for use with the John Deere 420 crawler tractor. Two models are available: the Henry Angle Tilt Dozer ATD-1, and Henry Straight Dozer SD-1.

Both dozers are designed with box steel push beams, outside mounted to insure against springing blade edges. Henry has placed the beam pivot point below the center line of the tractor for increased traction.

The Henry dozers operate from the tractor's hydraulic system with a single valve. Float position is said to make leveling easy.

The cutting edge of the blade, made of heat-treated high carbon steel, is reversible and replaceable. Specially curved mold board rolls dirt ahead for maximum yardage per horsepower.

The Angle Tilt blade is 96 inches long. It has 24" mold board and 6" high cutting edge. The Henry ATD-1 angles 25 degrees to right or left. The blade tilts nine inches, puts either corner into position for a fast start on ditches. Double-acting 3½" cylinders shove the blade to a depth of 10 inches below grade, or raise it 52 inches above ground. For adjusting, there are two pins, with handle-grips, to lift and reset for either tilting or angling.

The Henry Straight Dozer blade goes to a depth of 15 inches below ground and lifts 42 inches above. It is 72 inches long. Height measure and materials are the same as for the angle tilt blade.

Large pins and replaceable bushings are used throughout. The dozers are sold with a 90-days warranty on parts and workman-

ship. The manufacturer also makes the Henry Hydraulic Backhoe and Henry Industrial Tractor Shovel.

Century Offers Six-Row Applicator-Seeder

FARMERS NOW can apply granular insecticides to six rows at a time with the new Century No. 6W-GIA applicator-seeder, according to Century Engineering Corp., Cedar Rapids, Iowa. The unit has two eight-foot hoppers each on a pivoting support so that they can be moved forward for road travel or storage.

The No. 6W-GIA includes an adjustable height trailer for use in low or medium height crops, especially for control of first brood corn borer. One filling will cover up to 40 acres, the manufacturer states. The unit is controlled from the tractor seat and is power take-off operated. When not in use as a granular insecticide applicator, the hoppers can be mounted on a land roller or disc for seeding and covering in one operation.

Century also offers a four-row trailer mounted applicator-seeder, it was announced.



Wood Brothers Adds New Rotary Cutters to Line

NEW MODELS of rotary cutters, a line of five-foot machines designed for all mowing and shredding jobs, are announced by Wood Brothers Manufacturing Co., Oregon, Ill.

The cutters are equipped with free swinging, heat treated steel blades; needle bearing 30 hp universal joints; a 40 hp Timken and New Departure Bearing equipped gear box; and a slip clutch between the power take-off shaft and gear box to absorb shock loads. Side



skids are standard equipment for smooth cutting on rough ground. Cutting height is adjustable from ground level up to 14 inches.

The pull-type Model 60 (shown) has a 47" wheel tread with wheels behind and a 70" tread with the wheels at the side. The change can be made in a matter of minutes, the manufacturer states.

The Model M60 hitch is of three-point design and the tail wheel is Timken Bearing equipped and has an 8" non-pneumatic tire.

The two models will cut fine grass or brush up to three inches in diameter.

Literature containing information and specifications on the Wood's Models 60 and M60 is available.



New Holland's new haymaking system, Hay in a Day, begins with this mower-crusher which mows and crushes in one operation. This gives drying a real head start, permits raking sooner, the company states



When moisture content of the hay is down to around 50%, raking begins. In good weather, this may be only a couple of hours after cutting

New Haymaking System Developed by New Holland Machine Co.

A NEW haymaking system, said to remove most of the weather risk while resulting in top quality hay, has been developed by New Holland Machine Co., New Holland, Pa. It is called Hay in a Day.

This method uses a team of time-rated machines which help the farmer cut part of his crop each day and get it under cover before nightfall; into storage in 24 hours under favorable conditions. In extremely dry weather, the time may be even less. Under moist conditions, it may take longer.

Hay in a Day is based on faster

curing, which results in better hay. New Holland Machine Co. says the amount of hay the farmer can put up daily is limited only by his facilities and the weather.

The farmer cuts as much each day as he can process. It takes no longer to put up the entire crop this way than by the present method—and can take less time. Besides getting better hay, the farmer can plan his operation in advance.

In the case of a 30-acre field of hay averaging about a ton of baled hay an acre, it will normally take at least three days under ideal conditions to make hay the way it

is being done now. If there is a shower, or cloudy weather or heavy dew in the middle of the operation, it takes longer. A lot of rain ruins the crop completely, or takes away much feeding value.

In the Hay in a Day system, if the equipment can handle 10 tons a day, hay making can be accomplished in three days of good weather. In the event of a rainy day the company says the farmer has only to wait for good weather before resuming. No hay is lost in

(Continued on page 109)



At about 40% moisture, the baler goes to work. When the weather's right, this can be after the hay's in the windrow only an hour or so. Bales are loaded directly to a trailing crop drying wagon. Each wagon holds 2½ tons of baled hay



Bales are dried right on the wagon. This farmer is using four wagons in side-by-side combination drying to handle 10 tons of baled hay at once. In so doing, he saves handling bales an extra time and is able to begin drying much sooner

Massey-Harris-Ferguson STEPS AHEAD



Big New Detroit Factory to be Outstanding Tractor Assembly Plant in North America

A completely remodeled and 100 per cent expanded Detroit plant for future new type model tractors will set new peaks in materials handling, quality and efficiency.

This big expansion is clear indication of the Massey-Harris-Ferguson intention to move into a strengthened position in the big farm implement market.

The famous original Ferguson draft control system pioneered by Harry Ferguson has stimulated other companies to develop hydraulic systems and many attempts have been made to copy it. Continuous improvements have been added to the original Ferguson System and the Company's latest tractors have won world-wide ac-

claim and an outstanding position of leadership in many important markets.

Franchises For Dealers

Step ahead with a line of the newest in Massey-Harris and Ferguson products — finely engineered, finely built, widely advertised.

Massey - Harris - Ferguson Inc., Racine, Wisconsin

NEW!

"CJM" multi-stage line
Models through 1½ h.p. Pumping depths
to 160 ft. Capacities to 1350 gph.
Pressures to 100 lbs.



**that expands the
RED JACKET FAMILY
of Popular Pumps
and Water Systems**

- **EASY TO SELL** — ideal for the new home and replacement markets. These lines will meet the needs of over 80% of your customers.
- **CONVERTIBLE** — both the "CJ" and "CJM" lines are convertible for use in either shallow or deep well operation.
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- **PRICED TO SELL** — to meet all quality competition.

LOOK AT THIS MOST COMPLETE — MOST SALEABLE WATER SYSTEM LINE EVER OFFERED

"CJM"
CONVERTIBLE MULTI-STAGE — 13 MODELS

FOR SHALLOW AND DEEP WELL USE



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CONVERTIBLE SINGLE-STAGE — 9 MODELS

FOR SHALLOW AND DEEP WELL USE



"SJ"
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FOR SHALLOW WELL USE



Write for catalog, illustrating and describing this new complete
RED JACKET Jet Pump line. Address Dept. SH-77.

RED JACKET MANUFACTURING CO.
DAVENPORT, IOWA

"The Choice That's Made Friends" — SINCE 1878



Four-Row Drill Planter Added to Ford Line

EXPANSION OF the Ford line of rear-mounted planting equipment to include a four-row drill planter is announced by E. H. Woods, Tractor and Implement Division general sales manager.

Designed for large-field planting of corn, beans, and many other row crops at a saving of time and tractor travel, the rear-mounted drill planter can be adjusted to space planted rows from 28 to 42 inches apart.

Utilizing the Ford Flexo-hitch type mountings, which permit both two-row planting units to "float" independently, the planters follow the ground contours regardless of tractor angle to plant to a uniform depth. The planter units are attached to a tool bar, which in turn is attached to the tractor by three-point implement hydraulic linkage.

The planters are equipped with runner type openers and are ground-wheel driven. Disc or hook markers for correct row spacing are offered.

Improvements Featured on New Oliver Crawler

A NEW OC-4 farm crawler, featuring such improvements as a wide range of working speeds and new operator conveniences, recently was introduced by The Oliver Corp., Chicago. A new multi-speed transmission provides four forward speeds from 1.55 to 5.23 miles per hour plus one reverse speed. A special low-speed transmission is available for transplanting and front-end loader operations — cutting minimum speeds to 0.48 miles per hour.

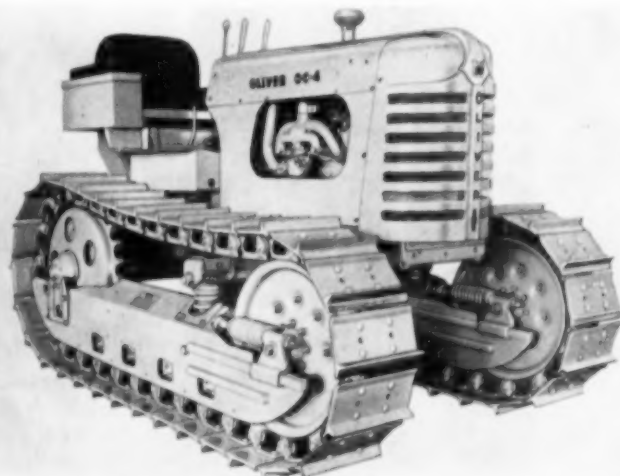
According to the manufacturer,

there is a tread width for every farm need — 32, 42, 60, and 68 inches. Front-end loader and dozer models are available with extra long tracks and four lower track rollers.

New radiator grill and sheet metal give the OC-4 an "Oliver look." A new easy-riding seat with cushioned seat, arms and back has been added. The throttle and instrument panel have been rearranged for greater convenience and the operator's visibility around the engine has been improved.

Designed

The new OC-4 is designed to fill the needs for a small, versatile farm crawler. It is in the 22 horsepower class, designed for 2-bottom plowing and general farm work where footing or hill conditions are tough for wheel-type power. Standard equipment includes Oliver's differential steering. Optional are A.S.A.E. power take-off and a choice of belt pulley equipment.



Lilliston Adds Large Rotary Cutter to Line

A LIFT-TYPE rotary cutter that combines a full 90-inch cut with the speed and maneuverability of small cutters was introduced recently by the Lilliston Implement Co., Albany, Ga. Called the Roto-Speed 7-Six L, it can be used with any major make of tractor.

Despite its heavy-duty size, the 7-Six L will turn sharply, back into corners, handle like a cub-size cutter, go from job to job with ease and speed, according to the manufacturer.



Other special features include a rugged new gear box; a full 11½" overlap between the three pairs of high carbon, heat treated steel blades; all three spindles affixed to the same frame; streamlined design to permit easy adjustment of the V-belt drive; interchangeable rounded radius skids; and special alignment plates on main frame to keep hood positioned securely.

The 7-Six L is the latest in the Roto-Speed line of rotary cutters manufactured by the company.

New Holland System

(Continued from page 105)

swath or windrow and the job is still done in just three working days.

Here's how Hay in a Day works: The operation is begun with a mower-crusher that mows and crushes hay in a single operation. This saves time at the outset and gives drying a head start. A machine with smooth crushing rolls that crack stems lengthwise cuts field curing time in half.

As a result, the farmer rakes much sooner—in just a couple hours when the weather's right.

With a rake that rolls up light, fluffy windrows, the air has a chance to flow through the hay instead of just over it while it's in the windrow.

As a result baling begins sooner, too. For best stacking and drying, it's important to use a baler that gives firm but airy bales, the company points out. Bales go direct from baler to a trailing crop drying wagon.

When the crop drying wagon is loaded, a portable dryer can be hooked up to it and the hay dried under cover right on the wagon.

A wagon holds 2½ tons of baled hay. One dryer handles up to four of these wagons pulled up side by side—or 10 tons of hay.

Whether wagonloads are dried singly or in combination, the crop dries overnight. Next day after the hay is stored, the farmer can repeat the process.

Most farmers will probably use longer drying periods until they determine the best stage to handle the crushing, raking and baling steps. This needn't affect the efficiency of the system, though, since the crop drying wagons won't be needed until the farmer is ready to bale again the following afternoon.

The importance of the system is to help the grower handle a batch of hay each day. If it isn't completely storage-dry next morning, it can finish drying while he mows, crushes, and rakes a new batch.

Lincoln Offers Two New Push-Type Grease Guns

TWO PUSH-TYPE grease guns recently were announced by Lincoln Engineering Co., 5703-55 Natural Bridge Ave., St. Louis 20, Mo. The guns are designed especially for servicing small machines and



equipment such as lawn mowers, garden implements, motor boat engines, motorcycles, power tools, etc.

Two models are available, one with curved nozzle extension and

three oz. lube capacity; the other with straight nozzle extension and five oz. lube capacity. Both guns will contact all push-type grease fittings and can be used also like an oil can for lubricating chains and sprockets. Palm and finger-grip design permits one hand operation.

Guns can be refilled from a three or five oz. tube of grease or by suction from bulk supply. A plated finish protects against rust and corrosion.

Complete details may be obtained by writing the company for Bulletin 221.

1957 IS A HEAVY CUTTING SEASON...IT'S REORDER TIME!



HERSCHEL PARTS

are available to fit
**ALL MAKES of mowers
and combines**



R.HERSCHEL

MANUFACTURING CO., INCORPORATED

FACTORY AT PEORIA, ILLINOIS

DISTRIBUTORS:

R. C. Cropper Co., Macon, Georgia

Southern Supply Co., Dallas, Texas

Everybody is busy during a heavy cutting season . . . and the rush is on in 1957! Now's the time when wise dealers, however, take time off to check stock and prepare for mid-summer and early fall needs. It pays to keep stocks well-balanced so as not to run short on later harvest requirements. The sooner you place your order, the better service we are able to give you . . . and the better service you are able to give your customers.

Remember, there are Herschel Parts available to fit all makes of mowers, combines, forage harvesters and swathers. Regardless of make, you make the sale—ask your Herschel representative!



JULY, 1957

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MM Offers Portable Irrigation Unit

A PORTABLE irrigation unit comprised of engine and pump is the first of the new products announced by Minneapolis-Moline Co., Minneapolis, Minn., in its full line of "Waterbank" irrigation equipment.

Two sizes are available: a 206H-4B MM engine with a 3" x 4" x 12" pump, and a 403-4B MM engine with a 4" x 5" x 12" pump. Both engines have geared direct drive to a Peerless centrifugal pump.

The Peerless pump is powered direct from the engine through a gear reduction train. This system is used to give speeds from 1400 to 2800 rpm on the pump, and still maintain the slow-speed characteristic of the Minneapolis-Moline power unit. This is designed to assure a long-life pumping system to the farmer who irrigates.

On the MM 206H-4B unit the pump has 3" discharge, 4" intake, and 12" impeller. Capacity range is from 90 psi at 700 gallons per minute to 160 psi at 320 gallons per minute. Unit horsepower is up to 43 hp on continuous duty performance. Pump and engine curve

should be checked for accurate application.

The MM 403-4B unit has a Peerless pump with 4" discharge, 5" intake, and 12" impeller. Capacity range is from 90 psi at 1100 gallons per minute to 160 psi at 550 gallons per minute. Horsepower range is up to 68 on continuous duty performance.

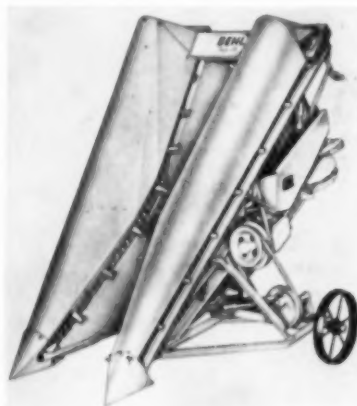
The MM portable centrifugal pump-engine package is designed primarily for low-lift pumping from streams, lakes, ponds, gravel pits, canals, ditches, and shallow



wells. These new units can be used either for surface or sprinkler irrigation.

Gehl Changes Design of Row-Crop Attachments

A DESIGN development in the new row-crop attachments introduced this year by Gehl Bros. Manufacturing Co., West Bend, Wis., is said to give dealers another selling feature. The chain now extends down into the gathering shoe, allowing the four-chain corn gathering mechanism to crawl under "down"



crops. The new feature makes it possible to move through "down" corn with the same speed possible in good chopping conditions, the manufacturer states.

Gehl Bros. manufactures both a one-row and a two-row crop attachment. The two-row attachment fits on both the pull-type and self-propelled Gehl forage harvesters. Literature describing the new row crop attachments is available by writing to the company.

Food Consumption in the South

(Continued from page 102)

consumed a great deal more buttermilk and condensed and evaporated milk. This may be due, in part, to more home baking. But other influences are limited supplies and higher prices of fresh milk, lack of refrigeration, and lags in the adjustment of food habits to relatively recent increases in income and changes in urbaniza-

tion.

More flour purchased as such was used in each income group by the urban South than urban North Central families up to the \$8,000-10,000 income group. However, Southern families used less prepared mixes. Bread and other baked goods also were used to a lesser extent.

But sugar, sirup, eggs, and fats (purchased as such but not including those in baked goods or other prepared foods) were consumed in large quantities by all income levels in the South.

Urban households in both regions used much more frozen vegetables than did rural. Consumption of fresh fruits varied little among families in the North Central region or the South.

Processed fruit was highest for urban and lowest for farm families in both regions.

Use of fresh vegetables increased with income in both regions. Southern urban families in most income groups, however, used more fresh vegetables but less potatoes and processed vegetables than urban North Central families. Consumption of fresh fruits increased with income to the \$8,000-10,000 level; frozen concentrates had an even sharper income relationship.

Use of commercially canned fruits rose with income across the whole range of income groups. Canned fruit juices also followed incomes, but only up to the middle brackets, then leveled off.

Farm and rural nonfarm households in the South consumed about the same amounts of meat, poultry, and fish — the urban rate was slightly lower. Farm households produced half of what they consumed.

Southern families ate less beef but more chicken than those in the North Central region. Urban and rural nonfarm families in the South generally ate less pork than farm families of comparable money income in the North Central States.

As for the future, trends indicate that food consumption patterns of the South will probably grow more and more like those of the North Central region. Further industrial development accompanied by higher incomes, a continuation of the shift from farms, and larger total population are all predicted for the South. Increased food outlay per person and the general increase in population there will bring about tremendous expansion in the food markets.

Farm Machinery— a best buy for farmers

(Continued from page 94)

mer than in the same period of 1956 when prices rose about 15%.

Retail prices of field seeds were generally higher in mid-April than they were a year earlier. The overall index of seed prices was up about 4%.

Meanwhile, the index of prices paid for fertilizer this spring is unchanged from a year earlier. Prices of most fertilizers are slight-

ly higher, but prices of nitrogen fertilizer are somewhat lower. Fertilizer is a better buy today than it was in 1940.

Prices of farm supplies, including pesticides, averaged about 4% higher in mid-April than a year earlier. Advances of about 7% were reported in prices of bushel baskets, 3% for hand tools, and 7% for dairy supplies.

Indications are that retail prices of baler and binder twine in 1957 will be about the same as in 1956, but about 8% below the 1947-49 level.

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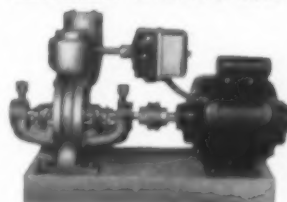


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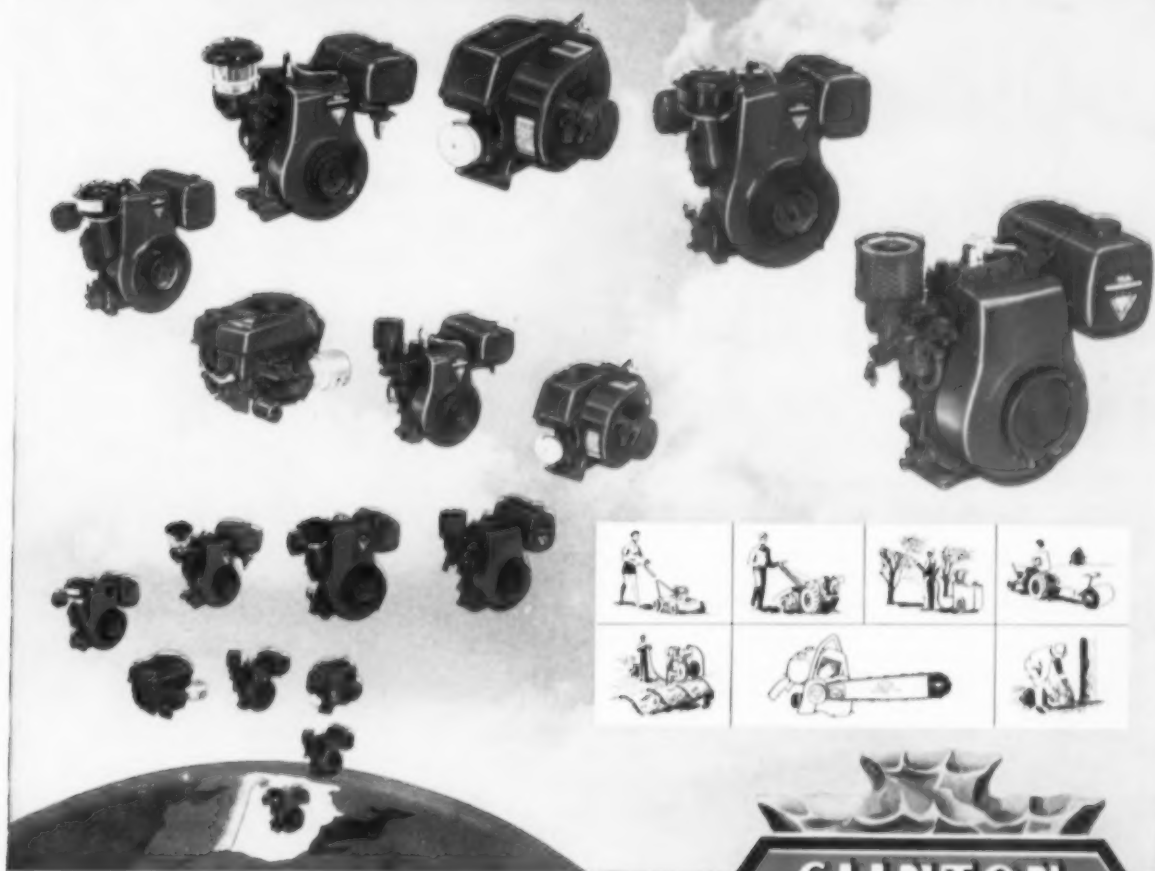
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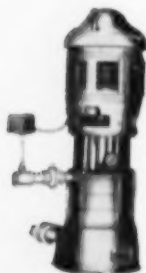
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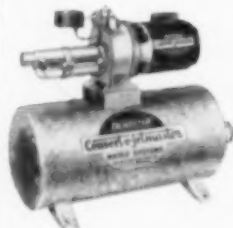
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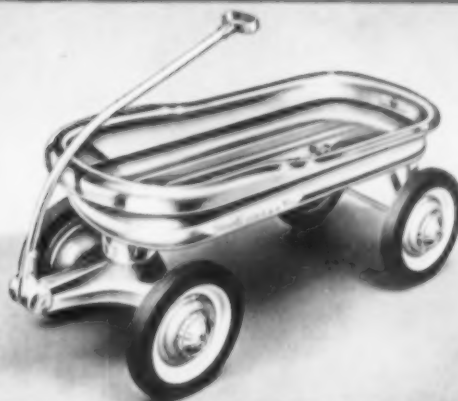
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